

"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

December 5, 2016

Sharing with Writers Since 2003

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

www.howtodoitfrugally.com

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

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

A curated collection of news,
opinions, articles, and how-tos
on the subjects of writing,
publishing, editing, marketing,
and keeping your eye on the ball.

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

This newsletter is powered by AuthorsDen.com.

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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Face-book:

<http://face-book.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

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

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

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

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Note from Carolyn



Dear Subscribers:

I have been busy celebrating the publishing of [How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career](#). In the spirit of that effort, I am sharing a slightly adapted excerpt from the book that started my efforts to help authors build careers and sell books the most frugal way of all in this issue of SharingwithWriters.

The most *frugal* way you ask? That is by reading books that help them write better, edit better, and market better. (I know, it's kind of an oblique way to celebrate another book, but without the success of *The Frugal Book Promoter*, the third in the HowToDoItFrugally Series of books for writers would never have been born!)

By the way, you are more likely to get good advice this way than if you use the Web to find articles, blog posts, etc. on specific subjects. So I could add, books are also more efficient than many other frugal ways to get the information you need. They will probably be more complete. The information you need will be in context. It will be easier to determine the credibility of the source of that information.

At any rate I expect that if you read [*The Frugal Book Promoter*](#) long ago in its first edition or more recently in its updated and expanded second edition, this excerpt will be a reminder—maybe even a bit of an inspiration for you to renew your marketing efforts in 2017. And it may encourage you to expand your efforts with one of the most effective marketing tools (and most misunderstood marketing tool), my newest book on getting reviews.

According to the owner of The Compulsive Reader review site, Magdalena Ball, it may also be the most complete reference on that topic. Just Scroll down and promise yourself an even more successful 2017.

Happy writing, marketing, and editing. And happy holidays!
Carolyn

PS: If you are curious about the kind of thing you might find in my new *How to Get Great Book Reviews Frugally and Ethically*, you will find it featured on Dayton University's Erma Bombeck Writers' Workshop blog at <http://humorwriters.org/2016/11/11/making-reviews-workhorses/>. By the way, Teri Rizvi is the founder of this workshop, and it is one of the best. It is always sold out in about two minutes flat. Everyone including its presenters wants to come back again and again! Truly, it is not just for humor writers! (Besides, a little skill with humor never hurts!)

PPS: If you live in Southern California, please join me and members of Irwin Zucker's Book Publicists of Southern California (BPSC) Wednesday for their holiday gala. I am excited to hear that some of the longtime friends I met at my first meeting there will be driving to LA from Santa Barbara to see me speak on how to up your success in 2017!

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

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Favorite Tip: Amazon just issued more guidelines regarding their reviews. Find them on <http://bit.ly/2eirErW>. I examine some of Amazon's checkered attempts at "encouraging" valid, credible reviews in my newest book in the *HowToDoItFrugally* Series of books for writers at <http://bit.ly/GreatBkReviews>. You may find the sections on making Amazon's reviews work better for you by going to the Index in the book to find "Amazon" and its subheadings.

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If you need a speaker or panelist at your authors group, I'd love to be there. I believe authors are made a

little like teachers; we love to share. Learn more about my speaking (and acting) at http://howtodoitfrugally.com/speaking_&_judging1.htm.

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Accessible Contests

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I generally don't recommend contests that I haven't either entered or had some success with. The benefit could be a win, place, show, finalist. Or it could be an opportunity for an impartial critique or a networking opportunity. But all the contests I recommend judge their entries by their contents, not the press they are printed on.

## SCIBA Contest and Fantastic Holiday Catalog

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

Having said that, it appears that most (if not all) the books are published by medium-to-giant publishers. Still, no matter how you are published you should check out their categories at www.scibabooks.org. The list of their member indie stores may be helpful to you, too!

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

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

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Featured Article

15 Publicity Commandments That Work for Getting Free Coverage for Your Book

Adapted from *The Frugal Book Promoter* from the multi award-winning [HowToDoItFrugally series of books for writers.](#)

If we read the newspapers or watch TV we know that advertising sells. But even those big guys who do all the advertising aren't sure what works best when it comes to advertising. A huge retailer once said that advertising works, we just don't know how, why, or where it works best.

Publicity is advertising's less mysterious cousin. It is the more reliable relative because it is judged on its merit alone and carries the caché of an editor's approval. It also is surrounded by the ever-magic word "free."

The two are easily identified as kin. They often walk hand-in-hand and yet they can be incompatible. The editors of good media outlets will not allow the advertising department to influence them. Still, in an effort to be completely impartial they reserve the right to use advertiser's stories editorially if they deem them newsworthy. That is why it is helpful to use advertising in a vehicle that plays to the audience you would like to have click on your Amazon buyer page.

Advertising can be an entrée to the decision-makers. A contact in the advertising department may be willing to put a news release on the desk of one of his editors, maybe even encourage her to look at it. They can make no promises, but it does sometimes work. If you're going to try this route, choose a "little pond", a bookish brochure or an arty weekly so that the dollars you spend will be noticed.

Sometimes a magazine or newspaper runs a special promotion called an advertorial. These are sections where you pay for an ad and then the newspaper assigns a reporter to cover the story you want told. The article carries some of the prestige of editorial copy—that is the general reader may assume the article has been chosen only on its merits because of its copycat character. The writer or editor you meet can be approached later when you have an exceptional story to tell.

Still advertorial isn't *free* when you have to pay to see yourself or your book featured. If you can't afford to approach a publicity campaign this way, carve out some time to do it yourself and follow these 15 commandments for doing it yourself:

1. **Educate Yourself:** Study press releases that come to you from suppliers, stores and other authors. Read books like the multi award-winning [Frugal Book Promoter](#) now in its second edition and Pat Fry's [Persuasive Proposals](#). Take a marketing class especially designed for people in your field. Or a computer class. Authors will find online classes given by most universities these days. Why take a chance with the vagaries of the Web when these classes have been vetted.
2. **Read, read, read:** Your IBPA and writers' groups' newsletters. Your newspaper. Your e-zines. Even your junk mail. My daughter found a flier from the local library in the Sunday paper stuffed between grocery coupons. It mentioned a display done by a local merchant in the

library window. Now we're going to display my book in a window at our local library, too! Rubbish can be the goose that laid the golden egg.

3. **Keep an open mind for promotion ideas:** Look at the small details in your book. There will be angles there you can exploit when you're talking to editors. My first novel, *[This Is the Place](#)*, was sort of romantic (a romance website will like it) but it is also set in Salt Lake City, the site of the 2002 Winter Olympics © and, though that's a reach, I pitched it to sports desks, and as a related idea to feature editors as Olympic © fervor grew, and—after the Olympics—when editors needed still needed stories but they weren't receiving as much information in their e-mail boxes. (I use the past tense here because *This Is the Place* is out of print and available only through Amazon's new and used feature.)
4. **Cull Contacts:** Develop your Rolodex by adding quality recipients from media directories. Your reference librarian can help you find amazing resources that list every newspaper or every magazine in the US. A good research librarian is like a shark; she's tireless and once she has her teeth into something, she won't give up until she has what she wants.
5. **Etiquette counts:** Send thank-you notes to contacts after they've featured you or your book. This happens so rarely they are sure to be impressed and to pay attention to the next idea you have, even if it's just a listing in a calendar for your next book signing.
6. **Partner with your publicist and publisher:** Ask for help from their promotion department—even if it's just for a sample press release.
7. **Publicize who you are, what you do:** Reviewers aren't the only way to go. What if you're very young? What if writing a book is a new endeavor for you? What if you are a senior and therefore qualify for the many sites and weekly newspapers aimed at that demographic? Several editors have liked the idea that I wrote my first book at an age when most are thinking of retiring, that I think of myself as an example of the fact that it is never too late to follow your dream.
8. **Develop new activities to publicize:** Don't do just book signings. Use your imagination for a spectacular launch. Get charities involved. Think in terms of ways to help your community. All the profits from my newest poetry book, *[Imperfect Echoes](#)*, goes to Amnesty International. And I let my audience *know* about that.
9. **Send professional photos with your release:** Request guidelines from your target media. It never hurts to send a Kodak (or iPhone) moment—properly labeled—along with your release.
10. **Frequency is important:** The editor who ignores your first release may pay more attention to your second or twenty-fifth. She will come to view you as a source and call you when she needs to quote an expert. This can work for novels, too. I received a nice referral in my local newspaper because I am now an "expert" on prejudice, even though my book was a novel and not a how-to book. I am now writing poetry with tolerance as a theme and that adds to my credibility as a source.
11. **Follow Up:** Shel Horowitz, author of *Grassroots Marketing: Getting Noticed in a Noisy World*, reports that follow-up calls boost the chances of a press release being published. Voice contact builds relationships better than any other means of communication (and Shel has a new

book out now co-authored by Jay Conrad Levinson called *Guerrilla Marketing to Heal the World*).

12. **Keep clippings:** Professional publicists like Debra Gold do this for their clients; you do it so you'll know what's working and what isn't.
13. **Evaluate:** One year after your first release, add up the column inches. Measure the number of inches any paper gave you free including headlines and pictures. If the piece is three columns wide and each column of your story is six inches long, that is 18 column inches. How much does that newspaper charge per inch for their ads? Multiply the column inches by that rate to know what the piece is worth in advertising dollars. Now add 20% for the additional trust the reader puts in editorial material. Now compare the stories that you pitched that got published vs. the ideas you pitched that didn't and figure out how to make that work better for you in the coming year.
14. **Set goals:** You now have a total of what your year's efforts have reaped. New author/publicists should set a goal to increase that amount by 100% in the next year. If you already have a track record, aim for 20%.
15. **Observe progress:** Publicity is like planting bulbs. It proliferates even when you aren't trying very hard. By watching for unintended results, you learn how to make them happen in the future.

Articles and tips in this newsletter are copyrighted but may be reprinted in their entirety without permission as long as they are credited to the author and this newsletter is mentioned with this link: <http://bit.ly/SWWNewsletter>. However, if you let me know you used material from this letter, I can help you with some social networking.

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

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Highly Recommended

The Only Book Fair I Recommend . . .

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. . .for display of books if your own little bod isn't there to interact with the fair goers is this one in Florida. This after-the-fair letter sent with shots of my husband's and my books at the fair will show you why. Call it attention to detail. Call it professionalism. Call it credibility.

TO: Authors and Book Sellers  
RE: Meet the Authors' Book Fair – Nov. 19- 20, 2016  
FROM: **Authors for Authors**  
Valerie Allen ~ Marshall Frank ~ Holly Fox Vellekoop



Thank you, thank you. Great job at the book fair.  
Lots of good ideas, networking, and marketing goin' on!

Networking opportunities are one of the best forms of marketing for all authors.  
Here are some suggestions to extend your marketing after the book fair:

- Keep in touch with each other via the handout in your folder
- Send follow up email to those with whom you connected
- Join the *Space Coast Writers* group on FB
- Attend monthly meetings of the *Space Coast Writers' Guild* SCWG.org
- "Friend" each other on FB, Twitter, GooglePlus, and LinkedIn
- "Like" each other's books on Amazon.com
- Go to each other's web page and make a comment
- Offer to read and review each other's books and post it online
- Find out if anyone wants to do a book trade and give it as a holiday gift
- Join a writers' group
- Attend a writers' workshop, conference, book signing, book launch etc.
- Read books by local authors, post a review online, recommend their books to others
- Request a book by a local author from the library – they will buy a copy if they don't have one
- Attend local author's presentations by the *Brevard Authors' Society*
- Watch for *Local Author Displays* in our libraries and join in

Books in the *Display Only Option* have been processed. Those who wanted their book returned should have them soon, as the books are being mailed within the week. Books donated by the author will be used as door prizes, gift baskets, or in the *Kids Who Read Succeed* projects.  
There are many writers' groups available to keep you energized, so be sure to join one.

We want to thank the *Space Coast Writer's Guild*, the *League of American PEN Women*, *Cape Canaveral Branch*, and *Florida Book News* for representation at the book fair. We hope you took advantage of meeting these folks. A special *Thank You!* To **Robbie Cox** for helping us get up and out there on FB.

*FloridaBookNews.com* is hosted by [Lou@LouBelcher.com](mailto:Lou@LouBelcher.com). **Lou Belcher** is an artist and author, and a long time supporter of Florida writers. She will



post your news and events. You can also take advantage of advertising your web page with a click button on her site. Contact Lou for more details.

[SharingWithWriters.BlogSpot.com](http://SharingWithWriters.BlogSpot.com) is an award winning site for authors written by **Carolyn Howard-Johnson**. She also has a site to post your book reviews. Contact Carolyn at [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

*Authors for Authors* has been working with the Brevard County Libraries to set up FREE *Local Author Book Displays* each month. Watch for these notices and join in to further promote your book(s).

*Authors for Authors* will sponsor the *Brevard Authors' Book Fair* in 2017. I hear you—yes, yes, yes—we will send you an email reminder and registration form.

Keep checking online at *AuthorsForAuthors.com* for updates. *Authors for Authors* is asking for your ideas and suggestions to make these events more beneficial to writers, readers, and visitors. Your promotion of these events is always appreciated. We thank you for all the emails and feedback we have received. We love all the pics and posts online at Twitter, FB, and Google+. What else can we do to meet your needs to better market and sell your books? We want to hear from each of you about your experience at the book fair. Let's work together to make things better.

Looking forward to seeing each of you again at the *Brevard Authors Book Fair* in 2017

Thank you from *Authors for Authors*

*AuthorsForAuthors.com*  
~ Valerie Allen [VAllenWriter@cs.com](mailto:VAllenWriter@cs.com)  
~ Marshall Frank [MLF283@aol.com](mailto:MLF283@aol.com)  
Holly Fox Vellekoop

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No author ever knows enough about editing—even the ones who can afford top editors. It's the reason I have *The Frugal, Smart, and Tuned-In Editor* blog. And I pester you only about once a month with (usually) very short observations and tips that will make a better publisher of you—and a better partner with your editor. <http://thefrugaleditor.blogspot.com>.

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**Tip:** When you mail a book yourself—to editors, your readers, your reviewers—send fliers that give them more information on your other books or other services. This flier might include a request for a review or endorsement, a link to your Amazon profile page which showcases all of your books, your blogs, your social networks. (If your profile page doesn't do this, don't lose a minute before you update it using Author Connect!) Not to worry! This idea is well rooted in publishing tradition. Big publishers do it with a flier commonly known as a sell sheet.

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

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**Tip:** Dr. Bob Rich of *Bobbing Around* newsletter fame is running a contest for a free copy of my new book on how to make reviews work best for book sales and for your career. Because he is one of those authors who makes a point of helping other authors out, I know you'll want to go to <http://wp.me/p3Xihq-Nb>. Hurry, the deadline is Dec. 15.

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Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*, [www.bit.ly/FrugalBookPromo](http://www.bit.ly/FrugalBookPromo). Most new writers are under the impression that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in *The Frugal Editor*, too. My [How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career](#) also makes it clear that how and when to credit excerpts from reviews.

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## Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is often no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success." Do peruse these successes so you'll have an idea of what to submit when you have a big success. In fact, read them in any case because you will find resources for publishers, contests, awards, that can make a difference for your own book. You may even find a book for your own reading pleasure.

## Chioma Nnani Multi Award-Winner...

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. . . shares her winning secrets. She is known as The Fearless Storyteller and may be the SharingwithWriters subscriber who lives the farthest away (Nigeria) from the office where I produce this newsletter. She shares more of her recent successes and information about them (scroll down) so you can determine if you qualify to enter any of the contests she won:

- I launched my publishing firm, THE FEARLESS STORYTELLER HOUSE EMPORIUM LTD, this year
- I've been shortlisted for the CREATIVE AFRICAN AWARD in London (Fiction Writer of the Year)
- I was shortlisted in London-based DIVAS OF COLOUR 2016 Awards (Diva Writer of the Year category)
- My blog "Memo From A Fearless Storyteller" - which can be accessed at <http://fearlessstoryteller.com> - won the 2016 BEFFTA

(Black Entertainment Film Fashion Television and Arts) Award for Blog of the Year!

The Fearless Storyteller House Emporium Ltd, is a storytelling outfit through which we help others create, package and market quality reading, listening and viewing material. The main website where people can learn more is <http://www.chiomannani.com/company/>. We're releasing three books this month: a) the eBook (Kindle and EPUB) and iBook versions of "Forever There For You" b) the eBook (Kindle and EPUB) and iBook versions of "Murder At Midnight" and the iBook versions of "Ifechidere" all on Amazon, Kobo, Apple and other major online retailers. "Murder At Midnight" by John Ukah and "Ifechidere" by Chinedu Enechi were written by two new authors!

The Creative African Awards were held in London. Learn more about them <http://www.chubmagazine.com/ca-award-2016-finalists/> (I'm a finalist in the "Best Fiction Writer" category). Divas of Colour Awards had their award ceremony earlier in the year in London and I was shortlisted in the "Diva Author of the Year" category.

The [BEFFTAs](#) are called "The Black Oscars". BEFFTA means Black Entertainment Film Fashion Television and Arts award. They are given in London every October during Black History Month. I was nominated in 2014 and 2015 for "Best Author", but this year (2016), my blogazine won the BEFFTA for "Blog of the Year"! I was also made a [BEFFTA Member](#) this year; there are only 15 all over the world, so as you can imagine I am absolutely buzzing!

Chioma Nnani is the creator of [The Fearless Storyteller Writing Course](#), guest-blogger for [Pulse Nigeria](#) and [Africa Business Communities](#), and award-winning author of [Forever There for You](#). [C.Hub Magazine](#) called her "One of 100 Most Influential Creatives in 2016."

Samanthi Fernando Publishes New Poetry...

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... chapbook, *Enchanted Bay Area: Nature Inspired Poetry*. You'll want to see how she credits the person who writes her foreword (broadcast journalist Doug McConnell) and her cover art (Ron Horii) and the concept of a second subtitle on the back cover. Find all her published poetry at <http://amazon.com/author/samanthifernando>.

## **Betty Jo Tucker Poetry and Film Combination Wins**

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... the coveted Royal Dragonfly Book Award which recognizes excellence in all genres of literature awarded *Cinema Stanzas: Rhyming About Movies* by Betty Jo Tucker with Foreword by Phil Hall and images by Denise Cassino. It won second place in the poetry category. Linda Radke, president of the award, says, "Winning any place in the Royal Dragonfly Contest is a



huge honor because in order to maintain the integrity of the Dragonfly Book Awards, a minimum score is required before a First or Second Place or Honorable Mention will be awarded to the entrant—even if it is the sole entry in a category.”

The next Royal Dragonfly Book Awards contest is already underway. Final deadline for submissions is October 1, 2017. The final deadline for the Purple Dragonfly Book Awards Contest, which recognizes outstanding literature in children’s books, is May 1, 2017. For complete rules and submission forms for either contest, visit www.FiveStarBookAwards.com and click on the contest of choice.

To learn more about the Dragonfly Book Awards, visit www.DragonflyBookAwards.com, email info@storymonsters.com or call 480-940-8182.

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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 an e-booklet (\$2.99) and paperback booklet (only \$6.95). The perfect giftlet for nonfiction and even some fiction writers. Find it at <http://bit.ly/BookProposals>

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Opportunities

Writers in the Park: The 7th Annual Festival For the Writer

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St. Louis, MO



**Saturday, August 6, 2017**

10am to 2pm

Second Floor of the

Kirkwood Community Center

111 S Geyer Rd.

63122

<http://www.stlwritersguild.org/slwgevents.html>

FREE and open to all writers!  
No preregistration needed

Once again the event is indoors!

The seventh annual Writers in the Park will once again be indoors, but is still at Kirkwood Park. We've taken over the second floor of the community center and expect an exciting day of events. Multiple writer tracks for adults, a workshop for young writers, and a book room filled with local authors. Best of all it remains free and open to all writers, no pre-registration needed.

Books by local authors, and Food from 6th North Cafe'

Workshops for Young Writers in 4th-8th Grade!  
(Parents or guardian please accompany minors)

There will be workshops on audio books, Young Adult vs New Adult, social media marketing, and using social media as a writer. There will be a workshop for young writers in 4th-8th grade. Plus, workshops on writing topics and more.

"Buy a Book Get a Sandwich" is back, too!

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Frugal. Free is always frugal. It's my Resources for Writers pages at <http://bit.ly/CarolynsResources4Writers>. Browse for tips on every page, read how-to articles, and get lists and other resources you really cannot do without!

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

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You'll love the information on blogging for authors that Phyllis Zimble Miller and I wrote with fiction writers in mind--see <http://www.fictionmarketing.com/bloggng-chapter-excerpt/>. Phyllis is also the author of the e-book TOP TIPS FOR HOW TO PUBLISH AND MARKET YOUR BOOK IN THE AGE OF AMAZON at <http://www.amazon.com/Tips-Publish-Market-Your-Amazon-e-book/dp/B009RBJW3E>

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## 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

Sharing One of My Holiday Poems. . .

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. . .from the holiday chapbook I wrote with Magdalena Ball (half her poems, half mine). It's from our Celebration Series—this one [\*Blooming Red: Christmas Poems for the Rational\*](#):

## ***Test of Faith***

Under my grandmother's tree  
a nativity set, stable thatched

with real palm, kings bejewelled  
and robed, babe in swaddling

separate from his bed lined  
with cellophane grass,

a white-light star aglow  
through angel hair and pine.

I played house, moved  
the figures from place

to place, the art of display,  
preparation I know now

for these eighteen-piece crèches  
we sell in our stores.

When I was six, I lost  
the babe, no bigger

than a thumbnail. That loss,  
foreshadowing

shoplifted babes,  
always first in the holy family

to go missing.

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

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**Tip:** If you missed Walter Brasch's tip last week—straight from the mouth of a journalism professor to your ears—it's worth repeating. Especially for those of you who prefer subtle and delicate approaches to marketing:  
<http://sharingwithwriters.blogspot.com/2016/12/quick-tip-on-disclaimers.html>.

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

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## Thank You

These are, indeed, thank yous but it occurs to me that many SharingwithWriters readers may not be using them as resources. Often the blogs, newsletters, Web sites, and other entities mentioned are perfect vehicles for exposing your books to new readers. It is up to you to click or copy and paste to see which might be suitable for marketing your own book.

## Thanks to Children's Writer Donna McDine. . .

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. . . for posting my media release on [her blog](#) and sharing it on her vast network. She also posted a review on Amazon, one of the Amazon features which—ironically—had been sadly neglected because of some publishing snafus! So double thanks, Donna! Learn more about this multi award-winning children's author at her Web site www.donnamcdine.com and her blog: www.donna-mcdine.blogspot.com

Thanks to Author Helen Dunne Frame . . .

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. . . author of *Wetumpka Widow, Murder for Wealth*, a complicated story told from several viewpoints and fueled by greed, manipulation, murder, romance, and sex. She uploaded a nice review on the Amazon buy page for [How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career](#). She says, "... [it was] published just as our Writers Group discussed how Amazon handles reviews. Those guidelines are well-covered in this book ...." Learn more about her on her author's page at <http://www.amazon.com/Helen-Dunn-Frame/e/B0054LDOBW>

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

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An Itty-Bitty Column on Writing

## Writing for Mental Health

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By Mindy Phillips Lawrence

Many people carry the world on their shoulders and can't see a way for their problems to resolve positively. To help individuals look deeply into distressing situations, mental health experts often prescribe writing to deal with feelings of anxiety and sadness. Since we are in a world filled with uncertainty now, writing may be a way for *all* of us to fend off our ennui.

Most professionals suggest that their patients write with a pen and paper, not a computer. It allows a direct conduit between the mind and the page. Use a

specific pen and notebook in to write your mental health journal. It's going to be your oasis. Make it unique.

You may not be able to write a novel this way but you might get some magnificent ideas for a character or a story. Better than that, writing can be emotionally soothing—and we all need mental ointment at times.

Below are several links regarding mental health and writing. The first link gives an excellent description of how you can proceed with writing for emotional wellbeing.

Keep on Writing!

LINKS

Writing for Mental Health

<https://psychiatry.org/news-room/apa-blogs/apa-blog/2016/09/writing-for-mental-health>

Journaling for Mental Health

<https://www.urmc.rochester.edu/encyclopedia/content.aspx?ContentTypeID=1&ContentID=4552>

Writing Your Way to Happiness

http://well.blogs.nytimes.com/2015/01/19/writing-your-way-to-happiness/?_r=0

The Psychological Benefits of Writing

<https://www.helpscout.net/blog/benefits-of-writing/>

Expressive Writing

<https://www.psychologytoday.com/blog/the-mind-body-connection/201603/expressive-writing-physical-and-mental-health>

Writing for Mental Health

<http://blogs.psychcentral.com/anxiety-depression/2015/06/writing-for-mental-health/>

Emotional and Physical Health Benefits of Expressive Writing


<http://apt.rcpsych.org/content/11/5/338>


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


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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 gives authors insight on how to convince retail outlets that a partnership (like a book signing, workshop or seminar) will benefit their bottom line. Find more about the whole series at

Carolyn's Appearances and Teaching

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

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

 **New!** I am looking forward to presenting at the Greater Los Angeles Writers Society next conference with a focus on science fiction, fantasy, horror, and steampunk. (I will be talking about how to make no-cost reviews the center of a marketing program for any genre!) It will be held at a new, fancier home at the Culver City, CA, Doubletree Hotel and has new sponsors including Writers' Digest. Dates are January 27-29, 2017. More information to come or check <http://wcwriters.com>.



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

Wordstuff™

Something to Make Writers Smile

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

Puns for the educated....

Back in the 1800's the Tate's Watch Company of Massachusetts wanted to produce other products, and since they already made the cases for watches, they used them to produce compasses. The new compasses were so bad that people often ended up in Canada or Mexico rather than California. This, of course, is the origin of the expression -- "He who has a Tate's is lost!"

[illegible]

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 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

Ordering Information

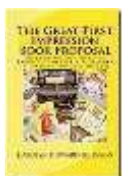
The image displays three books by Carolyn E. Warren, arranged vertically. The top book is 'THE Frugal Promoter', which includes a foreword by David Gaughran and a chapter on 'How to Write a Book Description'. The middle book is 'THE Frugal Editor', featuring a foreword by David Gaughran and a chapter on 'How to Write a Book Description'. The bottom book is 'HOW TO WRITE Great Book Reviews', which includes a foreword by David Gaughran and a chapter on 'How to Write a Book Description'. All three books are published by Carolyn E. Warren.

Order as a paperback or e-book:

The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success Order for e-book or as paperback: <http://bit.ly/FrugalEditorKind>

In paperback and as an e-book. How To Get Great Book Reviews Frugally and Ethically: The ins and outs of using free reviews to build and sustain a writing career. See the prepromotion page on the HowToDoItFrugally Web site at <http://bit.ly/GreatBkReviews>.

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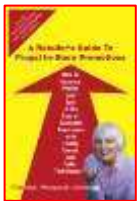


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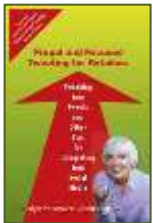


Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy
For paperback or e-book: <http://bit.ly/Last-MinuteEditing>

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



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



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



Your Blog, Your Business: A Retailer's Frugal Guide to Getting Customer Loyalty and Sales-Both In-Store and Online
Sponsored by Gift Shop Magazine <http://giftshopmag.com>
To order paperback or e-book: <http://bit.ly/RetailersBlog>

Carolyn's Fiction and Creative Nonfiction

This Is the Place (Out of Print. Available only on Amazon's New and Used feature): <http://bit.ly/ThisIsThePlace>

Harkening: A Collection of Stories Remembered (Out of Print. Available only on Amazon's New and Used feature):
<http://bit.ly/TrueShortStories>

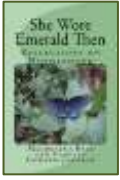
Carolyn's Poetry



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



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



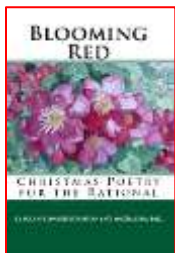
She Wore Emerald Then: Reflections on Motherhood, a chapbook of poetry. Coauthored with Magdalena Ball. To order paperback, Kindle, or e-book: <http://bit.ly/MothersDayKind>



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



Deeper into the Pond: A Celebration of Femininity, Co-Authored with Magdalena Ball. Artwork by Jacquie Schmall
To order as an e-book or paperback:
<http://bit.ly/DeeperPond>



Blooming Red: Christmas Poetry for the Rational
Coauthored with Magdalena Ball. Artwork by Vicki Thomas
USA Book News finalist, Silver Award from Military Writers' Society of America
To order e-book or paperback: <http://bit.ly/BloomingRed>

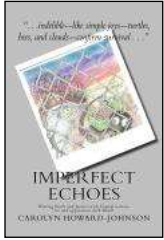
Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in quantity discounts to use as a holiday greeting by contacting the authors at HoJoNews@aol.com.



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



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



Imperfect Echoes:

*Writing Truth and Justice with Capital Letters, lie
and oppression with Small*

To order paperback or e-book: <http://bit.ly/ImperfectEchoes>

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

Contact Information

Websites

<http://HowToDoItFrugally.com>

For special help for fiction writers

<http://www.fictionmarketing.com>