

Media Release Carolyn Howard-Johnson, 3324 Emerald Isle Dr., Glendale, CA 91206  
Websites: <http://carolynhoward-johnson.com> for literary, <http://www.hotodoitfrugally.com> for how-tos for writers  
E-mail: [HoJoNews@aol.com](mailto:HoJoNews@aol.com) Phone: 818-790-0502  
Blogs: [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com), [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com), and  
[www.SharingwithWriters.blogspot.com](http://www.SharingwithWriters.blogspot.com)

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**E-mail:** [HoJoNews@aol.com](mailto:HoJoNews@aol.com) **Phone:** 818-790-0502

**Blogs:** [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com), [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com), and [www.SharingwithWriters.blogspot.com](http://www.SharingwithWriters.blogspot.com)

Dear Eve:

I am following up on our e-mail conversation and at the suggestion of Norm Goldman, editor of BookPleasures.com and resident of Montreal. In the past I reviewed for his site.

As an author who has published every way imaginable including traditionally and as the author of the HowToDoltFrugally series, I speak frequently on the topic of publishing, promotion and writing craft at venues like Pasadena's famous Vroman's bookstore, Call to Arts! EXPO, the national conference of hypnotherapists where I showed professionals how to increase their credibility by publishing, and PEN USA's Emerging Voices Fellows program.

I believe writers need to know that they can forge their own way in the publishing world, that they are, in fact, responsible for their own success.

One of my most popular talks is "Write Dialogue That Sparkles and Marks You a Pro." It's helpful to writers to take one aspect of fiction--a narrow one--and learn how to use it to make their nonfiction as well as their creative work speak to their readers. I've presented this one at the Las Vegas Writers' Conference and several others.

I also enjoy doing seminars on editing -- putting a professional face not only on our manuscripts but on our query letters (Those first contacts with people who have the power to say "yea" or "nea.") That one is based on a class I teach for UCLA.

Here's what qualifies me to speak on these topics:

1. I have published every possible way myself (traditional, self, subsidy and combinations of those).
2. I am an award-winning author, a publicist and consultant.
3. I am an instructor for UCLA's world-renowned Writers' Program where I receive consistently near-perfect student ratings, have been a presenter at some of the nation's premier writers' conferences and expositions including the Erma Bombeck Writers' Workshop at Dayton University, San Diego State University's Writers' Conference, the Sinclair Lewis Writers' Conference and at convention/tradeshows like the Small Publishers of North America (SPAN).
4. My third book, THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T, was named USA Book News' "Best Professional Book" and was given the Irwin Award by the Book Publicists of Southern California. THE FRUGAL EDITOR; PUT YOUR BEST BOOK FORWARD TO AVOID HUMILIATION AND ENSURE SUCCESS is the second in the HowToDoltFrugally series. I added editing to my repertoire of UCLA classes recently and this new book will be suggested reading for my students. Its release date is Oct. 1, 2007, so it will still be in its first year of publication for your April conference.

In addition to conferences I moderate panels and speak to large crowds; my favorite keynote was when I spoke on the subject of tolerance in partnership with a Nobel Prize nominee. In the kit I am attaching you will see that my subject range is broad as well as my experience. I appear on national TV ads (a current one is for Time-Life CD series) and have many other speaking and dramatic credits. You will see some of my awards in the footer to this letter.

I work on a calendar well in advance so I hope to hear from you soon. At your request I am enclosing a copy of THE FRUGAL EDITOR.. If you would like a hard copy of my media kit please let me know. I send it to you electronically on September 17, 2007.

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[www.SharingwithWriters.blogspot.com](http://www.SharingwithWriters.blogspot.com)

You asked about the languages I speak. English. Well. (-: I am not totally at a loss in French, Spanish and German but nothing I would want to try out in polite company.

Very best,

Carolyn Howard-Johnson

PS: For media kits with other focuses, reviews of my books and services I offer, please visit my website, [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

**CALIFORNIA LEGISLATURE'S WOMAN OF THE YEAR IN ARTS AND  
ENTERTAINMENT  
WINNER USA BOOK NEWS "BEST BOOKS OF 2004"  
WINNER BOOK PUBLICISTS OF SOUTHERN CALIFORNIA'S IRWIN AWARD  
WINNER GLENDALE, CA'S ETHICS AWARD FOR PROMOTING TOLERANCE  
PASADENA WEEKLY'S WOMEN WHO MAKE LIFE HAPPEN  
AMERICAN BUSINESS WOMEN'S ASSOCIATION OUTSTANDING WOMAN**

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## About The Author/Speaker



As a college freshman, Carolyn Howard-Johnson was the youngest person ever hired as a staff writer for the *Salt Lake Tribune*--"A Great Pulitzer Prize Winning Newspaper"-- where she wrote features for the society page and a column under the name of Debra Paige.

Later, in New York, she was an editorial assistant at *Good Housekeeping Magazine*. She also handled accounts for famous fashion publicist Eleanor Lambert where she wrote releases for celebrity designers of the time including Pauline Trigere, Rudy Gernreich and Christian Dior. She was also a consultant for the Oak Park Press in the Chicago area.

Her nonfiction and humor have been seen in national magazines and her fiction and poetry appear regularly in anthologies and review journals. She has been a columnist for *The Pasadena Star News* and the trade magazine, *Home Décor Buyer*. She writes movie and theatre reviews for the *Glendale News-Press*, a subsidiary of the LA Times.

She studied at the University of Utah, graduated from the University of Southern California and has done postgraduate work in writing at UCLA. She also studied writing at Cambridge University, United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University in Prague.

The author's first novel, *This Is the Place*, and her book of creative nonfiction are award-winners. She also wrote a screenplay, *The Killing Ground*. *The Frugal Book Promoter: How to Do What Your Publisher Won't* was named USA Book News' Best Professional Book of 2004 and was honored with the Irwin Award by the Book Publicists of Southern California. Her newest book in the HowToDoltFrugally Series of books for writers is *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*.

Howard-Johnson's stories have appeared in anthologies like: *Pass/Fail*, edited by Professor Emeritus Rose A. O. Kleidon, PhD; *Calliope's Mousepad*, *Feminine Writes*, and *Freedom Isn't Free*. Her stories have appeared in review journals like California State University at Stanislaus's *Penumbra* and the *Mochila Review*.

She has been honored as Woman of the Year in Arts and Entertainment Award by California Legislature members, Carol Liu, Dario Frommer and Jack Scott. She is the recipient her community's Character and Ethics award for her work promoting tolerance and was named to Pasadena Weekly's list of "San Gabriel Valley Women Who Make Life Happen."

The author is founder of Authors' Coalition (<http://authorscoalitionandredenginepress.com>) and editor of its newsletter, "Sharing with Writers." She co-produces audios independently and for Double Dragon Publishing.

Born and raised in Utah, Howard-Johnson raised her own family in sunny Southern California. Learn more at <http://http://CarolynHoward-Johnson.com>

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## Mini Biography

Carolyn Howard-Johnson's first novel, *This Is the Place*, won eight awards. Her second book, *Harkening: A Collection of Stories Remembered*, creative nonfiction, won three. An instructor for UCLA Extension's world-renown Writers' Program, her book *The Frugal Book Promoter: How to Do What Your Publisher Won't* is recommended reading for her classes, was named USA Book News' "Best Professional Book 2004," and was given the Irwin Award. Her second book in the How To Do It Frugally series is *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*. Her chapbook of poetry *Tracings*, was named to the Compulsive Reader's Ten Best Reads list and was given the Military Writers' Society of America's Silver Award of Excellence. She is the recipient of the California Legislature's Woman of the Year in Arts and Entertainment Award, and her community's Character and Ethics Committee awarded her work promoting tolerance with her writing. She was also named to Pasadena Weekly's list of 14 "San Gabriel Valley women who make life happen." Her website is [www.HowToDoltFrugally.com](http://www.HowToDoltFrugally.com).

*"Publishers & Writers of San Diego offers high quality programs for its members, but one equal to Carolyn Howard-Johnson's dynamite talk on promoting your book, is mighty hard to imagine!" ~Jim Whiting, Cartoonist/Author of *Analecta**

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Blogs: [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com), [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com), and  
[www.SharingwithWriters.blogspot.com](http://www.SharingwithWriters.blogspot.com)

## Speaking/Acting/Radio/TV

Carolyn

1. has been interviewed on more than 300 radio and TV stations (see the Publicity and Appearances page).
2. has appeared in national commercials for Time-Life Music of the Ages.
3. is a frequent speaker at
  - Writers' conferences (see Publicity and Appearances)
  - Trade Shows including The California Gift Show, California Market Center, the LA Mart and Small Publishers Association of North America (SPAN)
  - Professional organizations like the American Board of Hypnotherapy and Book Publicists of Southern California (BPSC).
  - Book clubs, community clubs and libraries (see Publicity and Appearances).
4. was a finalist on Norwegian Cruise Lines Star Search (poetry reading).



## Presentation and Teacher Training:

Carolyn earned

### UCLA's Certificate of Completion Of the Instructor Development Program, 2005

She has been an instructor for the Writers' Program there since 2003. She has also presented at many writing conferences sponsored by US universities and served as guest speaker for university instructors.



## Praise for Carolyn's Seminars/Speaking

**"(I) was so glad I got to sit in on your session...It was simply the most informative workshop I've ever been to. And your book is going to be, as Gordon Kirkland promised, tattered in short order. "**

~ Jennifer Brown, attendee Erma Bombeck Writers' Workshop at Dayton University

~ ~ ~

**"I thought you might like to see a portion of an email I received this morning from a writer I met at the Workshop. You were a hit with her, too:**

**'I found the session with Carolyn Howard-Johnson to be the single most useful seminar I've ever attended. The last time I went to a how to publicize your writing seminar, it was an hour-and-a half of name-dropping from some guy from LA. When someone finally asked what they could do to promote their novel, he said unless it had a tie-in to someone famous, nothing. It was good to hear there are things you can do -- maybe not media blitzes, but at least something to get a little press.'**

~ Anonymously from an attendee at the Erma Bombeck Writers' Workshop at Dayton University

~ ~ ~

**"You were a big success - everyone loved you today! They were most complimentary. You should be feeling terrific if the vibes are working..."**

~ Margie Whelker, Program Director, P.E.O.

~ ~ ~

**"Thank you for such a rich and fast-paced class."**

~ Chris Meeks, author and student UCLA Weekend Promotion Seminar

~ ~ ~

**"I come away with inspiration and knowledge I never expected to glean (not to mention the extensive handout information)."**

~ Michael J. Wallach, student and author, UCLA Weekend Promotion Seminar

~ ~ ~

**"Your audio class awoke a spark in me that had simmered to a mere sizzle. Your audio, listening to your voice, made me feel a part of your own promotional gang and for this it is I who would like to thank you.**

~Lea Schizas, reviewer for The Muse Book Reviews and editor of Apollas Lyre.com

~ ~ ~

**"You provided step-by-step information that I can use right away to advance my career. Your workshop was AWESOME!**

~Dorothea Helms, The Writing Fairy and attendee Erma Bombeck Writers' Workshop

~ ~ ~

**It was a delight to attend your workshop at the Erma Bombeck Conference this past weekend. I'm just about to launch my Web site and e-newsletter, so your branding information came just in the nick of time. I'll be making some changes to my site with the information you shared.**

~Karen Bryant, author and workshop attendee

~ ~ ~

**"You are what I describe as an energy-giver. So many people today are energy-drainers."**

~Dorothea Helms, Dayton University workshop attendee

**"...enjoyable and informative marketing workshop last Sunday! You packed a lot of information and advice into six hours"**

~Laurie Dea Owyang, PENUSA Fellow

## Attendee Praise:

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April 7, 2006

Ms. Carolyn Howard-Johnson  
3324 Emerald Isle Dr.  
Glendale, CA 91206

Dear Carolyn,

Thank you so much for speaking at the 2006 Erma Bombeck Writers' Workshop! It was wonderful to have you on campus to share your advice with attendees.

Attendees enjoyed your presentation very much. Here are a few of their comments:

"AMAZING! The most informative session of the convention!"

"Carolyn is enthusiastic and knowledgeable and seemed very open to the people in her class both during the workshop and after."

Great presentation! The information was clear and well-presented. I came away from her session with a solid understanding of how to effectively market myself as a writer, how to create a media kit and how to build on the information as resources grow."

"Ms. Howard is an exceptional teacher with superior organizational skills who conveys tons of information in an easily digestible way and in a short time."

"I learned more from this single session than any other workshop I've ever taken in my life."

"The woman really knows her stuff."

"This was by far the best session I attended. Jam packed with incredibly useful information on how to build a media packet."

I've enclosed a copy of the workshop attendee survey results. Once again, we received rave reviews. Seventy-two percent of attendees gave the "workshop as a whole" a rating of 9 or 10. I've also enclosed an MP3 CD of the recorded workshop sessions.

Thanks again for coming to the workshop! If there's ever anything I can do for you, feel free to contact me.

Best regards,

A handwritten signature in black ink, appearing to read "Tim Bete".

Tim Bete

P.S. If you have any other expenses, please mail them to me and I'll have a check sent out to you. Thanks!

Erma Bombeck Writers' Workshop  
UNIVERSITY OF DAYTON  
300 College Park Dayton, Ohio 45469-1679  
(937) 229-3241 (937) 229-3063 Fax  
[www.HumorWriters.org](http://www.HumorWriters.org)



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E-mail: [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

Phone: 818-790-0502

## Recommendations from Conference Directors:

**"Carolyn Howard-Johnson is a wonderful addition to any writers' workshop. Her knowledge and enthusiasm make her an attendee favorite!"**

Tim Bete, Director, Erma Bombeck Writers' Workshop, University of Dayton

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**"Carolyn Howard-Johnson was invited faculty for our recent writers' conference. While it's small and intensive, the Las Vegas Writer's Conference attracts authors, agents, publishers, and editors from all over the country. While we were confident that Carolyn's sessions would be good, I'm delighted to report that they were really superb! As a forty-year veteran of book and magazine editing (and myriad writer's conferences), I wondered what I would take away from her "Writing Sparkling Dialog" session. What a pleasure to hear the authors, both published and aspiring, madly absorbing and responding to some truly excellent advice. Her two-part session on frugal book promotion was wonderfully informative on an instantly practical level, with very useful handouts. Here in Southern Nevada I am editing a number of brave self-publishing authors, and this information is invaluable to them. Given the staffing and budget cuts of commercial publishers these days, this knowledge is also essential for those with good book contracts and advances.**

**"Carolyn is also generous with her non-session time, willing to participate on panels and speak at length with participants. She will most certainly be invited back to our conference."**

Trudy McMurrin

Editor and Co-planner, Las Vegas Writer's Conference

Conference sponsored by Henderson Writers' Group

~~~~

**"You were a hit!"**

Author of the novels *Jumping the Green* and *Angels Crest*

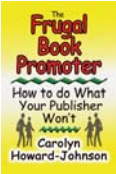
Director of PEN USA's Emerging Voices Program

## Mini Synopses or Loglines for Books

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

ISBN: 193299310X Publisher: Star Publish

For only a few cents a day THE FRUGAL BOOK PROMOTER assures your book the best possible start in life. The book is full of nitty gritty how-tos for getting nearly-free publicity from Carolyn Howard-Johnson, an instructor for UCLA's Writers' Program. She shares her professional experience as well as practical tips gleaned from the successes of her own book campaigns. She tells authors how to do what their publishers can't or won't and why authors can often do their own promotion better than a PR professional.



A recommendation from BarnesandNobel.com: Feather Schwartz Foster, an author

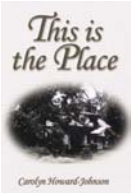
Packed With Wonderful Information! ★★★★★

For anyone who has written a book of any kind - this is a must-have, and must-keep guide! Every chapter is filled with insights and how-tos and a whole bunch of where to finds!

### For: *This Is the Place*

ISBN: 1588513521 Publisher: AmErica House

*"When you live amid beauty sometimes you don't recognize discrimination and, if you do, you prefer not to acknowledge it."*



A young journalist realizes that because she is half Mormon and half Protestant she is not suitable material for love. She delves into her Mormon heritage and journals her way through prejudice into redemption. She learns to mend her own life when she finds she cannot mend her world. This novel, set in Salt Lake City in the 50s, reveals not only complexities of the heart but the secrets of what some consider a mysterious place and culture. It has seen renewed interest since Big Love became an HBO hit, Warren Jeffs came to trial in Utah and Mitt Romney began his run for the Republican nomination in the US. (Romney calls Utah his Zion.)

### For: *Harkening: A Collection of Stories Remembered*

ISBN: 1591295505 Publisher: AmErica House

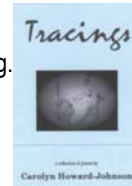
*Harkening* explores the little white lies and the truths that one charming, idiosyncratic family loves to repeat. Each story is stitched to the next to become a saga of their sojourn from Michigan through a vanishing railroad town in New Mexico, then into Utah and finally (and happily), to a place where individuality can thrive.



### For: *Tracings, A Chapbook of Poetry*

ISBN: 1-59924-017-3 Publisher: Finishing Line Press

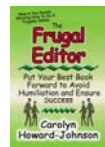
*Tracings* touches chords--both major and minor--for readers interested in nostalgia, tolerance, culture and aging. The author traces her life's experiences and for her it feels like "a movie reel running backwards."



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

ISBN: To Come. Publisher: Red Engine Press

There are gremlins out there determined to keep your work from being published, your book from being promoted. They -- resolved to embarrass you before the gatekeepers who can turn the key of success for you -- lurk in your subconscious and the of your computer programs. Whether you are a new or experienced author, *The Frugal Editor: Put Your Best Book Forward to Humiliation and Ensure Success* will help you present whistle-clean copy (whether it's a one-page cover letter or your entire manuscript) to those who have the power to say "Yea" or "Nay."



depths  
Avoid

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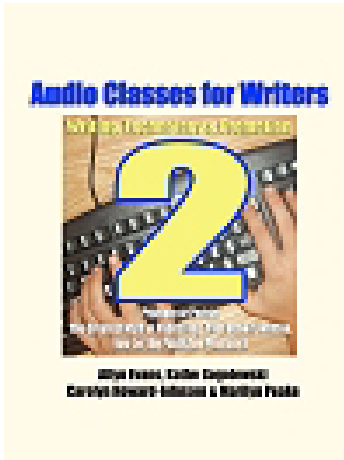
E-mail: [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

Phone: 818-790-0502

## Audio Class Series for Writers:

**Note: The full range of subjects on available as CDs or MP3 are available as workshops, panels or one-hour seminars.**

**Subjects can also be combined for one-day seminars.**



### Learn While You Drive:

📖 Allyn Evans, Joyce Faulkner, Kathe Gogolewski, Carolyn Howard-Johnson and Marilyn Peake have produced "Audio Classes for Writers," a series of 30 classes covering the craft of writing, promotion and technology related to writing. Access new audio classes regularly in MP3 or CD Rom at <http://www.double-dragon-ebooks.com/podcasts.asp>.

The title "Radio: A Do-It-Yourself Guide to Promoting Easy and Cheap!" is a sample available at no cost on the Double Dragon Publishing (DDP) website: <http://www.double-dragon-ebooks.com/imprintlist.asp?imprint=PODRADIO>

Learn more about the instructors and find a list of the coming classes at <http://tristudio.com/kathegogolewskieAUDIOCLASSES.html> or go to the Authors' Coalition site at [http://authorscoalition.redenginepress.com/ddp\\_teleclasses.htm](http://authorscoalition.redenginepress.com/ddp_teleclasses.htm).



**Head to Head: A Writer's Audio Handbook** is a new series of audios published for Double Dragon Publishing.

**The Amazon Way: Target the Right Reading Audience FREE** is a series of audios that will help writers use Amazon.com to their best advantage. Available at <http://authorscoalitionandredenginepress.com>

## Praise for THE FRUGAL EDITOR

"Carolyn Howard-Johnson has done it again! Whether you're writing your first book or tenth, *The Frugal Editor, Best Book Forward* is a must-read."

Tim Bete, director, Erma Bombeck Writers' Workshop and author, *In The Beginning . . . There Were No Diapers*

". . . Carolyn Howard-Johnson has created a practical guide to editing your work which you'll want to keep handy and refer to every time you finish a piece of work, whether it be a query letter, a simple pitch, or a novel. Use her system step-by-step and you will very likely see your work change from an attractive lump of coal to a polished diamond editors won't be able to refuse."

Magdalena Ball, editor, *The Compulsive Reader*

"In this invaluable (and yes, accessible and engaging, too!) resource, Carolyn Howard-Johnson masterfully elevates an oft-misunderstood practice into the critical component of writing that it is. Don't turn in anything until you turn to this book."

Peter Bowerman, author, *The Well-Fed Writer* series

"You hit the nail on the head with *The Frugal Editor*. You've pointed out the gremlins and simplified the eradication process. What more could a writer/editor/publisher ask for?"

Peggy Ridgway, author, *Successful Website Marketing* and other business books

"*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success* will become a well-used reference for writers around the world."

Cheryl Wright, editor, *Writer2Writer*

"Most writers would never be so self-destructive as to submit an unedited manuscript for consideration, but agents and publishers tell us it happens often. To me, that's tantamount to showing up at a job interview wearing a T-shirt and flip-flops. So much success in life depends on actions the performance of which does not guarantee success, but nonperformance guarantees failure. Take it from editors and publishers: Never submit an unedited manuscript. I myself have a shelf of reference books on writing, grammar, style and editing.

One of those is *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*, by Carolyn Howard-Johnson."

Virgil Jose, writer and freelance editor

"Good editing is like honest business accounting: If you don't have it, you end up with a mess. *The Frugal Editor* is a must for the novice writer who needs to make that ideal first impression and the writer with a tenth book hitting the shelves who has become complacent about his brilliant prose."

Kristin Johnson, author and writing consultant

"Nothing demonstrates professionalism like a well-edited submission. Follow Carolyn Howard-Johnson's clear, step-by-step self-editing approach for Putting Your *Best Book Forward* and you'll submit like a pro."

Gregory A. Kompes, conference coordinator, The Las Vegas Writer's Conference

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Phone: 818-790-0502

## Praise for THE FRUGAL BOOK PROMOTER

"If you're going to read only one book to get other people to read your book, it should be *The Frugal Book Promoter*."

Tim Bete, director of the Erma Bombeck Writers' Workshop and author of *IN THE BEGINNING THERE WERE NO DIAPERS*

At last—a solid, sensible, systematic guide to the ins and outs of promotion and publicity. Written by a writer, *for* writers—Carolyn Howard-Johnson proves that she's not only an accomplished poet, essayist, and novelist, but also a marketing maestro!

JayCe Crawford, *CUP OF COMFORT* author, music copyright professional

The whole promotion or lack of promotion from publishers is something that I find confusing. They print, distribute, ship and then let the majority of their books just die! It's a nutty business model. Hence I'm very interested in your e-book!

Eric Dinyer, author/photographer of *EFFORT AND SURRENDER*

{Carolyn Howard-Johnson is} an incessant promoter who develops and shares new approaches for book promotion.

Marilyn Ross, Founder, Small Publishers N. America and author *THE COMPLETE GUIDE TO SELF PUBLISHING*

*THE FRUGAL BOOK PROMOTER*. I love it. Most authors don't have "deep pockets" for publicity, promotion and marketing; this is the kind of information we need! The chapter on the perks available on Amazon is a perfect example of the kind of practical advice offered—the kind that took me months to discover.

Rolf Gompertz, author, veteran publicist for NBC and 30 year UCLA Extension instructor in marketing

*The Frugal Book Promoter* offers practical advice the author has gleaned from personal experience. Unlike other books and articles on the subject, this one is detailed—and it's chock full of ideas that even seasoned book promoters will not have tried.

Dallas Hodder Franklin, author and editor of [www.SellWritingOnline.com](http://www.SellWritingOnline.com)

Wow. What more can I say? Interesting, informative, readable and more. Easy to follow, quotes and technique mixed in together wonderfully. This is an A-one job. Watch out world! I'm going to have to put it under my pillow.

Leora G. Krygier, author of *FIRST THE RAVEN* and *WHEN SHE SLEEPS*

I thought I knew all there is to know about promotion but you have taught me so much.

Mary Anne Raphael, author of *HOW TO SURVIVE AS A FREELANCER*

"I've long recommended John Kremer's *1001 Ways to Market Your Books*, but until now, I didn't have many other stapes to recommend to new authors looking for publicity. ~Jeanna Glatzer, author of *MAKE A REAL LIVING AS A FREELANCE WRITER* (*Writer's Digest*).

## Publicity & Appearances

Carolyn appears on hundreds of TV and radio programs—both national and local—expos, book fairs, panels and more:

**Print Media: NEWSPAPERS: Glendale News-Press (LA Times Affiliate):** Front Page, color picture, theme tolerance. March 16, 2001. **Community Forum**, March 19, Featured article with picture. Subject: Letters-to the editor response. **LA Daily News:** January 29, 2001. With Picture. Subject: Quasi Memoir—never too late to follow a dream; **Pasadena Star News & Associated Papers:** Arts and Entertainment, Sunday Dec. 2, "Author revisits 'The Place.'" **The Desert Woman.** **MAGAZINES: Nevada Woman**, monthly magazine, Interview by Jon Bastian with picture. May 2001. **UCLA Writers Quarterly**, several issues.

**TV: "Coffee Break"** WLTZ-NBC, interviewed by Kathy Anderson; Tape Available. **"Gateways,"** Glendale Cable, Interviewed by Ann Ransford, tape Available. Nationally syndicated **"Connie Martinson Talks Books;" "Edna Talks,"** Local Cable. Interviewed by Peter Kulevich, **CBS2 Nightly News**, Palm Springs, CA. **TV "Gateways,"** Glendale Channel 15, ½ hour interview, 2004": **National Armenian TV**, poetry reading.

**Radio: "Joe Mazza Show"** Syndicated 430 stations, 1 hour interview, return invitation to discuss my cookbook. **"Jane Prince-Jones Show,"** KFZO, Lubbock, TX and several return engagements. **"The Don Russell Show,"** WSTC/WNLK, Norwalk, CT. **"Book Crazy,"** KCTK960, Phoenix, AZ, Debbie Neckle Reviewer. **KDSL Talk Radio**, Salt Lake City, UT., Lyle Morris, interviewer, tapes Available. **"Chuck Baker Show,"** hottalk1460, Colorado Springs, CO. **"The John Taylor and Jay Bailey Early Morning Show,"** WORC1310, Worcester, MA. **"The Nick D and Garry Lee Show,"** WGN, Chicago, IL. **"The Jim Robey Show,"** WCBC, Cumberland, MD. **"The Evie Ybarra Show,"** KVTA Ventura, Ca. 3 appearances. **"The Demitri Vassilaras Show,"** WWVA, West VA. **"Prime Time Drive,"** hosted by Steve Bowers, News-Talk 101.5 FM, Jackson, TN. **"Talk with John Quintaine,"** WJCW 910AM, Jonesborough, TN. **Lee Mirabal Show, WSRadio.** **"News/Talk" with Harrell Carter,** WNWs 101.5 FM, Jackson, TN, and more. **The Maxine Thompson Show**, streamed on ArtistsFirst.com, **VoiceofAmerica**, archived at VoiceAmerica.com. **"Lubbock in the AM,"** KFYO, multiple appearances, **Business Dialogue**, with Barry Allen, **KFNX 1100; Beyond Words** with Fran Halpern at NPR affiliated NPR affiliate, 88.3 in Ventura County & 102.3 in Santa Barbara County.

**Reviews: Library Journal, Midwest Review, The Book Reporter, USA Book News, Foreword, Sormag, The Jamaican Review.** Web: **Sime-Gen.com, luniverse.com, Terrashare.com, Themestream.com, Wordthunder.com** and at least 100 other review sites.

**Interviews: Nevada Woman, TheWritersLife.com, National Assoc. of Women Writers** and more than 50 others.

**Trade Shows and Expos:** Featured Author, SPAN booth; **Book Expo**, Chicago; Featured Speaker, **Great Salt Lake Book Fair;** and **San Bernardino Book Fair; LA Times/UCLA Book Festival;** Panel Moderator at **Call to Arts Expo, 2004, Pasadena Convention Center;** Panelist at **UCLA's Fall Book Faire.**

**Small Publishers of North America College (SPAN),** Atlanta, GA; **Romance Writers of America,** Orange County Chapter, 2001, San Diego Chapter, 2007; **Authors and Arts Series,** Glendale City Public Library; **The Monrovia City Library Speaker Series, American Women in Business,** and numerous book discussion groups. Retail Seminars, **The California Gift Show, The LA Mart, California Marketing Center, Book Publicists of Southern California, American Board of Hypnotists Conference, Nevada's Writer's Conference, Dayton University's Erma Bombeck Writers' Conference, San Diego State University's Writers' Conference, West Hollywood Book Fair, 2005, 2007, Duarte Book Fair, Diamond Bar Book Fair, American Board of Hypnotists, Sinclair Lewis Writers' Conference, Vroman's Bookstore (Panel); Publishers and Writers of San Diego; Pen & Paper Symposium, Dayton, OH; Southern Book Fair, Memphis, TN**

**Signings:** Book Expo America, Chicago, Ill, June, 2001; Waldenbooks: Los Angeles (Macy's Plaza), CA; Burbank, CA.; Thousand Oaks, CA; Brea, CA; Downey, CA; Lakewood, CA; Montebello, CA; Palmdale, CA.; Orange, CA; Baldwin Hills, CA; Provo, UT; Murray, UT; Columbus, GA; Norcross, GA; Atlanta, GA; Duluth, GA; San Bernardino, CA; Palm Desert, CA; Moreno Valley, CA; Brentano's: Sherman Oaks, CA; Atlanta, GA; Glendale Community College Bookstore and more.

**Featured Readings: Autry Museum of Western Heritage,** Griffith Park, LA; **The Great Salt Lake Book Festival.** SLC, UT; **Vroman's Bookstore,** Pasadena, CA, **Frugal Frigate,** Redlands, CA, **Penelope's Book Café Gallery,** LaCanada-Flintridge, CA, **Inland Empire Bookfest,** San Bernardino, CA. **The Desert Woman Newspaper** Annual Book Lovers Luncheon, Palm Desert and return visits, **Wal-Mart and Sam's Club** Reading for Literacy Day, Palm Springs and Cathedral City, CA; "Three Faces of Tolerance" presented by The **Glendale Coalition for Human Equality** and The Friends of the Glendale Library;

**Teaching: UCLA Extension's Writers' Program Instructor;** Awarded UCLA Extension's **Instructor Development Program** certificate March, 2005; founder/facilitator of **Glendale Library Critique Group. Workshops, Panels** at bookstores like Vroman's in Pasadena; **Audioclass Series** for Double Dragon Press. **Amazon to Your Advantage Audios** for Authors' Coalition, **Pen USA Fellows,** Antioch University, two years.

*"After reading **The Frugal Book Promoter**, you may know more about book publicity than your publisher." Tim Bete, Director of the Erma Bombeck Writers' Workshop, Dayton University*

## Recognition and Awards

### California State Legislature's Woman of the Year in Arts and Entertainment Award, 2004

First Author Ever Given this Award

**Reviewers' Choice Award:** *This Is the Place* was named first place, Sime-Gen's mainstream category, spring 2001.

**Red Sky Press Award:** 2001, judged by Rose A. O. Kleidon, Prof. Emeritus of English at University of Akron.

**Masters Literary Award:** Finalist 2000.

**New Millennium Literary Award:** Semifinalist, 1400 entries, June, 2001.

**Mille Club:** Honored by AmErica House, Baltimore, Md. for sales and promotion.

**Preditors and Editors Readers Poll:** *This Is the Place* was named Top 10 Novels for 2001, Top 10 novels for 2002. *Harkening* was named Top 10 Literary books for 2003.

**NUW's Award of Excellence:** Editor: Kristie Leigh Maguire.

**MyShelf.com:** Ten Best Reads: *This Is the Place*, 2002. Also *The Frugal Book Promoter* in 2005.

**Women WritingOnLine Award:** Honorable Mention, First person essay "Life Begins at 60."

**Zino.com:** Award for Outstanding Article, May, 2003: "Taking a Dose of What's Good for You."

**Book Crazy Radio Network:** Award celebrating 100 reviews.

**Long Story Short:** Poem of the Month, "Shelf Life," March 2204.

**#1 Best Sellers:** EBookAd.com, *The Frugal Book Promoter*, Aug. 2004. Also the #1 bestseller at Starbooks.com for 2005.

**Reviewer's Choice Masterpiece:** selected by reviewer Lori Soard for WordMuseum.com.

**Readers' Award:** For The Pedestal Magazine for poem, "Olvera Street Tutorial." Editor, John Amen.

**Glendale's Character and Ethics Committee:** Recognition for work promoting tolerance.

**Book Publicists of Southern California:** The **Irwin Award** for best cost-effective publicity campaign.

**Pasadena Weekly's List of San Gabriel Valley's Women Who Make It Happen, 2005**

**The Compulsive Reader,** The Year's 10 Best Reads of 2004, for *Tracings*

**Publishers and Writers of San Diego,** honorary member, 2007-2008

**American Business Women's Association (ABWA),** outstanding woman, 2007

### AUTHOR-OF-THE-MONTH, FEATURED AUTHOR AND BOOK-OF-THE-MONTH

**Tomrbooks:** Calley Moore, Editor.

**Aspiring Authors:** Diana Redman, Editor.

**Word Thunder:** Sarah Mankowski, Editor.

**My Shelf:** Brenda Weeaks, Editor.

**Authors' Cove:** First Featured Writer of the Month. Erika Michell, Editor.

**Queen Jaw Jaw:** Featured Author, Georgia Richardson, Editor

**MichelleDunn.com:** The Frugal Book Promoter is her Writers' Resource Book-of-the-Month for June 2005.

**Writing News:** "Sharing with Writers" newsletter honored. Editor Belinda Hughes.

**Tri-Studio,** First Featured Poet. Editor Kathe Gogolewski. <http://www.TRI-Studio.com/guestpoetrypage.html>

**Speechless The Magazine,** Featured poet, with poems from *Tracings*,

[http://www.speechlessthemagazine.org/chapbooks.htm#Carolyn\\_Howard-Johnson](http://www.speechlessthemagazine.org/chapbooks.htm#Carolyn_Howard-Johnson)

**Poems for You:** Featured Book of Poetry, Kristin Johnson, Editor.

## Publications (Partial)

### ANTHOLOGIES:

- **Pass Fail:** Ed: Rose A. O. Kleidon. Kleidon Publishing. An anthology of stories about experiences in education.
- **Calliope's Mousepad:** "Humane Society." By invitation. Ed: Sarah Mankowski.
- **Mothers of Writers:** By invitation. Publish America, Fredericksburg, MD.
- **The Joy of Cancer:** By invitation. Edited by Brenda Avakian, M.A. Published i2003.
- **Feminine Writes:** By invitation. Edited by Sheri' L. McConnell: founder, National Assoc. of Women Writers.
- **Artists for a Better World:** Poem. "Peril."
- **Paws and Whiskers:** Short story, "Humane Society."

### PUBLICATIONS:

- **Copperfield Review:** Excerpt TITP summer, 2002; Poem "Peril," 2003.
- **Penumbra, Calif. State Univ. Stanislaus'** literary journal: Short story, "Helper," 2003.
- **The Banyan Review:** Short story "Grandfather Rock," July, 2003.
- **Sparks Magazine, Subtle Tea: The Feminist Journal:** Poem "Woman's Day," 2003.
- **Yarrow Brook Review: Poem** "Where I Am," 2002; Flash fiction, "Remembering Joe," 2003.
- **Poetic Voices:** Villanelle "Adaptation" Sept. 2003.
- **Lunarosity:** Poem, "Pleading for Sylvia," March 2004.
- **Mochila Review:** Poem "Big Screen Snack," May, 2004.
- **Long Story Short:** Poems "Bon Sai," Jan. 2004; "Woman's Day," March 2004; Short story "A Not-So-Stupid-Crook Story," March, 2004; "Shopping on Robertson," June 2004; Poem, "Children Today Don't Have Enough Leisure Time," Nov. 2004, "Musing Over a New Calendar," and "New Year," Jan. 2005.
- **Apollo's Lyre:** Poem "Deciphering Sound," May, 2004.
- **The Pedestal Magazine:** Poem "Olvera Street Tutorial," April, 2004.
- **The Literary Mama:** Short story "Finding the Way," May, 2004.
- **The Journal of the Image Warehouse:** Poems, "The Dangerous Lizard of Gabon," "Poetry by Damned," and "Perfectly Flawed."
- **Re)verb:** Poem "Faith in LA," spring, 2005.
- **Mindprints:** Allan Hancock College, Santa Maria, CA., Poem "Bon Sai," Annual 2005.
- **Edifice Wrecked:** Literary Journal, fall 2004, poem "Shelf Life."
- **Top 7 Business,** Edited by Christopher M. Knight:
- **Sunspinner Magazine:** Poem, "Olvera Street Tutorial," 2005
- **The Beat** (Literary Magazine): Harkening Excerpt, "Neighbors," Spring, 2005.
- **Mary, Mt. St. Mary's College Journal,** Spring 2005.
- **Niederngasse,** an international journal "Eavesdropping at the 'Writers' Faire," July, 2005, [www.neiderngasse.com](http://www.neiderngasse.com).
- **Penwomanship,** Poem, "Antigua's Hope," Aug. 2005.
- **Barricade,** Edited by John Newmark, "Upon Safety, Illusion and a New Way to Think, December, 2005
- **Travelers' Tales,** Excerpt "Every Heard of Terezin?" 2006
- **A-pos-tro-phe:** Poem "The Lecture: Incomplete and Considerately Abridged," <http://www.a-pos-tro-phe.com/v2n3/thelecture.html>

- **Riley Dog:** Excerpt from a poem "The Lecture: Incomplete and Considerately Abridged." June, 2006.
- **Subtle Tea,** edited by D. Herrle, Poems, "Learning About Sex When All Else Fails" and "Another Day." Aug. 2006
- **Under the Roc,** Poem, "Shelf-Life," 2007
- **Lunarosity,** Short short story, "Artemis," February, 2007

### COLUMNIST:

- **Home Décor Buyer**
- **MyShelf.com**
- **Book Review Café.com**
- **Sell Writing Online.com**
- **Formerly:**
- **Pasadena Star News**
- **Salt Lake Tribune**
- **Authors Almanac**

### CONTRIBUTOR:

- **Effort and Surrender** by Eric Dinyer, Andrews McMeel Publishers: wrote the introduction.
- **Cooking by the Book:** intended to feed readers' appetites for books as well as their tummies.
- **Musings: Authors Do It Write!:** A Collection of essays from twelve international writers.

### BOOK CLUBS:

- **NUW's Selection:** *This Is the Place*, October, 2002; *Harkening* January, 2003

### PROFESSIONAL:

- **UCLA Writer's Program,** instructor
- **Founder, Facilitator Critique Group,** Glendale Library System
- **Yarrow Brook Literary Review:** Editorial
- **G.A.P.,** publisher, advisory board
- **Maguire-Gisby Associates,** publicists, advisory board
- **Poets & Writers:** Listed in Directory of American Poets and Fiction Writers.

### OTHER:

- **Book, Movie and Theater Reviews:**
- Contributor, **Glendale News-Press**
- **ApplosLyre.com,**
- **SellWritingOnline.com**
- **MyShelf.com**
- **WordMuseum.com**
- **Blether.com**
- **RebeccasReads.com**
- **BookReviewCafe.com.**

### RETAIL:

- **Giftbeat**
- **Home Décor Buyer**
- **Gift and Decorative Accessories**
- **CBC insert**

### PROFESSIONAL:

- **UCLA Writer's Program** Instructor
- **Glendale Library System:** Leader, Founder Critique Group,
- **Yarrow Brook Literary Review:** Editorial
- **G.A.P. Publishers:** Advisory Board
- **Maguire Gisby Associates,** Publicists for Authors and the Publishing Industry: Advisory Board.



## Available Seminars/Workshops

Carolyn Howard-Johnson has nearly three decades' experience planning and implementing trade show seminars. She has appeared on more than 300 radio and TV programs. She speaks on subjects related to *This Is the Place*, *Harkening: A Collection of Stories Remembered*, *Tracings*, and the *Frugal Book Promoter: How to Do What Your Publisher Won't*.

### **Savvy Marketing for Authors: It's Never Too Late—or Early—to Hone Your Promotion Skills**

Because they don't face the realities of today's publishing world well before their books are released, even authors with superbly written books and prestigious publishers may face unpleasant marketing surprises. This seminar helps writers brand themselves rather than "sell books." Carolyn Howard-Johnson shares her experience as a former public relations professional and as the primary promoter of her own five books. Learn to construct the marketing framework to help you land an agent and publisher. Your plan may be used later by you--the author--your publisher or the PR professional you hire. Even seasoned authors will learn promotion techniques they never knew existed.

**Bring the Dead Back to Life Using Your Genealogy and New Publishing Technology** Now you've done the research, what next? Carolyn gives 10 quick and easy ways that anyone can turn family history into bedtime reading for kids from 1 to 100.

**Fighting Cultural Division with a Pen** The most recent census made "cultural division" the newest buzzword. Carolyn talks about her life's passion, fighting subtle prejudice before it explodes into news-making destruction.

**Danger Ahead: Losing Women's Rights in the New Millennium** California voted to rescind their affirmative action statutes. US foreign aid was withdrawn from countries that offer family planning services to their under privileged. Recent studies showed that the gap between salaries for men and women has improved little since the 50s. Carolyn reminisces about what it was like to nurture a career against political and cultural odds, and shares her concern that women under 30 may forget women's history and let their new rights disintegrate.

**How You May Be Wrong About Mormons** There is widespread misunderstanding about the Mormons and the state of Utah because people hesitate to ask. Carolyn lovingly shares questions she has been asked about her home state and takes questions from the audience. Since "Big Love" began to air this topic has been popular with talk-show hosts.

**Polishing A Novel Involves More than Removing the Blemishes** Carolyn shares nifty little tricks of the trade for tweaking a novel that come from articles she has written like "How to Make Leaden Adverbs into Metaphorical Gold" for Span's national newsletter.

**Use Your Writing Skills to get Free Publicity** Carolyn was a publicist for Eleanor Lambert Agency in New York and did publicity for her own retail chain of stores. She is the author of THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T and has written articles on publicity for Home Décor Buyer and others. She'll share secrets about how writers can use their own writing to garner publicity.

**Toward Writing Poetry that Editors Will Want to Publish: 10 Tips that Work** Many writers are intrigued by poetry but never learn the secrets for making it work for them.

**Jump-start Your Credibility: Publish a Book!** Entrepreneurs and professionals are finding it harder to get the exposure they need to grow their businesses. Ta Da!! Enter the world of publishing. It is easier and more important than ever before to use the prestige that accompanies "Being an Author" as an entree to FREE print space and air time. Carolyn Howard-Johnson will convince you that you must publish, put you on the road to making intelligent choices for your book and help you assure its success and that of your practice/business with new approaches to FRUGAL promotion

**Writing Dialogue that Sparkles** and other workshops on the elements of writing both fiction and nonfiction.

**Editing Your Query and Cover Letters: Avoid humiliation! Ensure Success** and other seminars to help writers submit professionally.

*Workshops and dramatic readings are also available.*

*Carolyn will also tailor presentation to the needs of your audience with seminars like  
Humor Writers Need Dialogue, Too! Ten Tips for Making Yours Sparkle*

## Sample Unsolicited Letters from FRUGAL Readers

I ordered your book and have perused it enough to know this is definitely the best book on promotion to date. I've bought many of them, but yours covers everything! Wonderful job--and I'll be using it for a long, long time.

Marilyn Meredith, romance author

I ordered (Your book) and waited impatiently for it to come. I must tell you that it is so helpful. My copy is only a couple weeks old and it's already dog-eared. I've used it for many things.

Joyce Faulkner, author of LOSING PATIENCE

You've just impressed the hell out of me. I was reading your email on the group, then saw your sig file. I so rarely follow someone's sig file to their home page, to their publisher's page, and I've never then gone ahead and bought the book, but I just did it with you. I don't know what the difference is between your book and the thousands of sig files I see each day...

Tracy Cooper-Posey, author of HEART OF VENGEANCE

(FRUGAL) is such an inspired title...I'm still reading in the book and I'm amazed and awed at all you have mastered in such a short time about book PR -- and how you have organized all this information for the benefit of others. I'm also fascinated with how much valuable information and outlets you have found on the Internet. "Frugal" is a Herculean accomplishment! There's something here for everybody, and it's essential for new authors.

Rolf Gompertz, former publicist for NBC and author of ABRAHAM THE DREAMER

I'm sending to you (my promo material) just for fun, so you can see what your book hath wrought! ...Frugal's a great little handbook.

Connie Gatsch, author of A MOUTH FULL OF SHELL

So, about 12 months ago, I began to read about do-it-yourself book publicity. One of the best books I came across was "The Frugal Book Promoter: How to do what your publisher won't" by Carolyn Howard-Johnson. If you're looking for "nitty-gritty how-tos for getting nearly free publicity," this is the book for you. See <http://tinyurl.com/4vqyc>

Tim Bete, Director, Erma Bombeck Writers' Workshop

{Your book is} a life-saver. Just fabulous. Really. I'm a first-time novelist and petrified. The book gave me so many down-to-earth ways to understand how to proceed. It's hard to be facing publication and I know my publisher, a small but prestigious literary house, is not really going to be able to contribute much in terms of publicity. I'm much relieved to know now about all the positive steps to I can take.

Leora Skalkin-Smith, author of EDGES

My {success with promotion} is all because of what I call the "Carolyn Factor." What's the "Carolyn Factor", you ask? Well, whenever I have doubts about doing/writing/promoting/putting myself out there - I think about what you would say to me. You would show me how to do it and then, to borrow from Nike..... you would say, "**Just do it**".....and then I do.

Leora G. Krygier, author of WHEN SHE SLEEPS

## Praise for Other Works

**"It is interesting to learn how others live especially when you are reading a well written book."**

Connie Martinson, TV Host of "Connie Martinson Talks Books"

**"...fabulous..."**

Valerie Susan Hayward, Senior Editor  
Harlequin/Silhouette

**"Carolyn Howard-Johnson is a magnificent writer. Her book is a joy to read. It is a work of literary art. It is an important book. It is a book that touches the heart, mind, and soul."**

Rolf Gompertz, UCLA Professor and Author of  
*Abraham, The Dreamer*

**"...characters so vivid it is difficult to stop thinking of them, even after the reading has stopped."**

Christen Beckman, Editor, AmErica House

**"...fascinating...I highly recommend it to everyone."**

Evie Grossfield, "Talk of the Town with Evie,"  
KTLA, Ventura, CA.

**"Howard-Johnson's lyrical prose graces every page."**

Marilyn Ross, author, speaker, publishing  
consultant

**"...instills the conflicts of Mormonism so gracefully and incisively."**

James W. Ure, author of *Leaving the Fold*

**"Carolyn Howard-Johnson paints us a picture of Utah, love, family, and intolerance in beautiful strokes. Her elegant prose and eye for fine detail takes us on a fascinating journey through Mormon Country. This is a novel that both teaches and touches."**

Leora Krygier, Author of *First Came the Raven*  
and Referee of the LA County Superior Court

**"Just incredible."**

Glenn Horton, Publisher The Creative Line

**"This author's words set me free."**

Sona Ovasapyan, Student at Charles University,  
Prague, Czech Republic

**"You find yourself pressing forward to each new word. The characters...are real."**

Yvonne LaRose, Author and Editor,  
InAWord.com

**"Capture (s) the feel for the moment and the absurdity of humanity."**

Iain Morton, Editor-in-Chief, El Vaquero

**"...a wonderful story...so eloquently told."**

Kimberly Ripley, author of  
*Freelancing Later in Life*

**"Great character dimension. No one-sider, cut-out characters here."**

Leslie King, Author of *The Puck Stops Here*

**"Be warned, you will not want to put it down."**

Kathleen Walls, Author of *Last Step*

**"Carolyn Howard-Johnson is going to be one of the greats."**

Kristie Leigh Maguire, Author of *Desert Heat*  
and *Emails from the Edge*

**"...a wonderful writer..."**

Kay Stauble, author of *If Tears Could Speak*

**"It's been a week ... and still the characters fight for attention in my thoughts."**

Warren Stucki, author of *Boy's Pond*

**"...A fine piece of writing..."**

Paul Lappen, Dead Trees Review

**"I was truly surprised by the ending...it is a beautiful book"**

Erin Shachory, author and CEO Shachory  
Communications

## Co-sponsored Promotion Contest



**Email:** [starpublish04-info@yahoo.com](mailto:starpublish04-info@yahoo.com)

Carolyn Howard-Johnson and Star Publish co-sponsor the Reach for the Stars contest, a contest that continues to give back to the writing community long after the winners have been announced. Winning entries and selected ideas became part of an e-book available to writers at no cost. Available on <http://authorscoalitionandredenginepress.com> on the free e-books page.

"Carolyn's presentation to our group was exactly what we needed. She connected with our attendees through the right message, the right style, and the right anecdotes. On top of all that, she was a delight to work with behind the scenes in getting her booked for our event." ~ Andrew Chapman, President Publishers & Writers of San Diego

**Website:** <http://www.tlt.com/authors/carolynhowardjohnson.htm>

**E-mail:** [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

**Phone:** 818-790-0502

## Founder Authors' Coalition

Carolyn Howard-Johnson founded Authors' Coalition, the Sharing with Writers Newsletter and an associated blog designed to help both members and nonmembers make book fairs more effective.

Go to <http://authorscoalitionandredenginepress.com> for more information on the coalition.

The blog may be found at <http://redenginepress.com/chjohnson> .



[www.authorscoalitionandredenginepress.com](http://www.authorscoalitionandredenginepress.com)

## Tip Sheet

*Permission is given to print this tip sheet in its entirety, including byline and tagline.  
No charge will be incurred by the publisher.*

### One Dozen Publicity No-Nos or How to Avoid Being a PR Numbskull

By Carolyn Howard-Johnson, author of  
THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T

1. Don't assume your publisher will publicize for you.
2. Don't publicize your book; brand yourself instead.
3. Don't ask an editor, producer or host for publicity. They are not in business to do favors for you. Rather tell them how you can help them.
4. Don't send a publicity or a news release. It's a *media release*.
5. Don't send material to media professionals who have been dead for over a year or were fired for showing preferential treatment to friends.
6. Don't avoid all controversy. It may be your prescription for getting noticed.
7. Don't discard the word *ethics* from your campaign.
8. Don't pretend those who visit your website are only there to purchase your book.
9. Don't depend only on e-mails and faxes to get the word out to editors and booksellers.
10. Don't toss your books on marketing into your circular file once your book has been launched.
11. Don't treat your book sales like a hobby.
12. Don't believe everything about publicizing books (or writing them!) that you read on the Web. Consider the source. Check credentials.

Hint: In THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T you will find more on each no-no, accompanied by a recommendation for how to correct each faux pas. When you are done, you'll be able to identify publicity curbs you might trip over and have new publicity tools to maneuver through the book marketing maze.

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Carolyn Howard-Johnson is the award-winning author of *This Is the Place, Harkening: A Collection of Stories Remembered and Tracings*, a chapbook of poetry. She is also the author of THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T and THE FRUGAL EDITOR: PUT YOUR BEST BOOK FORWARD TO AVOID HUMILIATION AND ENSURE SUCCESS. This tip sheet is one of many she uses to share her publicity secrets with fellow authors. Learn more about her at <http://http://CarolynHoward-Johnson.com>.

## Fellow Experts List

### *On the Subject of **Utah**:*

- **Jim Ure**, Author of LEAVING THE FOLD, [jimcureco@xmission.com](mailto:jimcureco@xmission.com).
- **Natalie Collins**, author of WIVES AND SISTERS (St. Martin's Press), [nataliewrites@aol.com](mailto:nataliewrites@aol.com).

### *On the Subject of **Promotion**:*

- **Jenna Glatzer**, author of MAKE A REAL LIVING AS A FREELANCE WRITER (Writer's Digest) and other books on writing and promotion, [jenglazter@aol.com](mailto:jenglazter@aol.com).
- **Bruce Holland Rogers**, (Invisible Cities Press) author of WORD WORKS, [bruce@sff.net](mailto:bruce@sff.net).

### *On the Subject of **Publishing**:*

These authors appeared on a panel that explored publishing at the Call to Arts Expo

- **Leora G. Krygier** (Toby Press and others) author who has published traditionally and with a traditional press that uses print on demand technology: [krygiercg@aol.com](mailto:krygiercg@aol.com).
- **Robert Stone**: Nonfiction author, small traditional press: [mr.rego@gte.net](mailto:mr.rego@gte.net).
- **Alexis Powers**: Nonfiction author who self published: [apowers@dbl.com](mailto:apowers@dbl.com).
- **Carolyn Howard-Johnson**, author who has published e-book, traditionally, subsidy and POD: [hojonews@aol.com](mailto:hojonews@aol.com).
- **June Casagrande**, Nonfiction author of *Grammar Snobs Are Great Big Meanies* (Penguin) and grammar columnist

### *On the Craft of **Writing***

These are fellow authors-instructors and producers of an audio series.

**Joyce Faulkner** (Red Engine Press and others)

**Allyn Evans** (Star Publishing)

**Kathe Gogolewski** (Wings Press and Double Dragon Publishing)

**Carolyn Howard-Johnson** (Star Publishing, Finishing Line Press, AmErica House and others)

## Sample Interview

*Permission is granted by Kristin Johnson to reprint this interview at no charge. Please use the byline and tagline. Please credit the original publication, MyShelf.com, as well.*

### On Karma, PR, Frugality and Other Matters

Interview by Kristin J. Johnson for MyShelf.com

**Kristin: Congratulations on your third book, Carolyn. With all the book promotion how-tos out there, this stands out. How did you get the idea?**

**Carolyn:**

In THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T, I advise writers to recycle. This book is an example of that concept. I looked at my computer--at all the articles I had written on promotion for trade magazines, for websites and for the SPAN CONNECTION (the newsletter for the Small Publishers Association of America)--and thought, darn! I almost have a book there!

I didn't do anything about it right away but then I kept seeing how fellow authors struggle with the concepts of publicity--in fact with the idea that they have to do their own promotions at all! So I put my novel aside and did it. It was a labor of sharing and love, really.

**Kristin: You're a well-respected columnist on literary trends, such as the Noble Prize for Literature. What do you think of the publishing market today?**

**Carolyn:**

I think it is a tough business but every business is tougher than it was three decades ago. Business models are different and there is more competition. Having said that, I am a perennial optimist and I think writers who are motivated, persistent and do what is necessary to keep whittling at the fine craft of writing and the exciting process of promoting their work will succeed.

**Kristin: Why did you choose Star Publish for THE FRUGAL BOOK PROMOTER?**

**Carolyn:**

Kristin, your book is a memoir and my first two are also creative works. I believe traditional publishing suits creative prose better than others. The media views traditional publishing with an unjaded eye and tends to lump anything published another way as amateurish. I don't condone those attitudes and I think they are slowly changing, but I know that they are realities that authors must deal with. Publish America juries its books and pays an advance to its authors. It is not subsidy nor self-publishing and I think my books (and yours!) got a better start in life because of that.

THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T is a different bag altogether. It is nonfiction. It is a how-to. Authors of these kinds of books can make more gross profit on each book sold--much more-- if they choose a less traditional route. I also needed to release it before my fall classes at UCLA started. I wanted my students to have access to it. Star Publish is a brand new house headed by a friend of mine. I wanted to be there for her, to help direct traffic to her new site. And I knew that she would give my new baby all the loving care I would. Whew! A mixed bag of reasons, huh?

**Kristin: While THIS IS THE PLACE and HARKENING--which are both excellent--got some ingenious press thanks to your columns, reviewing, and the Olympics in Salt Lake City. I**



**understand that because of the books' portrayal of the Mormon Church, they are unofficially banned in Utah. Talk more about that.**

**Carolyn:**

Some people would disagree with my assessment because, certainly, many people in Utah have read both books. But I mailed a huge number of those copies into the state myself. At first my books were stocked at Walden's Books but disappeared from the shelves very quickly. My friends and relatives tried to order them were told that they were "out of print." At the state's huge Deseret Book store chain (owned by the Mormon Church), they were kindly refused that accommodation. Then people started calling me with orders of six and twelve for themselves, relatives and friends. I don't sell my own books. They are listed with Ingram, Baker and Taylor and other distributors. But I started buying some myself and sending them on. I also started referring everyone to Amazon.com who, apparently, have a better notion of the importance of freedom of the press than many others. I may be paranoid, but what would you think?

By the way, I don't think either book is controversial. I paint a reasonable picture of subtle prejudices in the entire community. I'm sort of an equal-opportunity finger pointer! After all, none of us is entirely free from prejudice no matter how hard we work at it.

**Kristin: Controversy does sell! How did you get around the Mormon Church?**

**Carolyn:**

Actually it was more about how I got around negative publicity among the righteous. You know how I feel about promotion! I got busy and found interviews on more than 300 radio and TV stations. Syndicated. Cable. Network. You name it. Word got out. THIS IS THE PLACE was given the Mille Club award by my publisher. That is an honor awarded for sales and marketing.

**Kristin: I understand that you're working on a new novel. Have you begun marketing already? What's the status of the novel?**

**Carolyn:**

It's working title is LABYRINTH. I have been sleeping on it for awhile since FRUGAL has taken up so much time. It is different from anything I have done before. It is based on a true story. It is set in Los Angeles but has a parallel story set in Crete. The Greek myth of King Minos and the Minotaur will influence both stories. I plan to go to Crete for inspiration and to polish it next summer. So you see, there is lots of work to be done.

**Kristin: What advice do you have beyond the treasure trove in THE FRUGAL BOOK PROMOTER?**

**Carolyn:**

Funny you should ask. I sent my fellow writers a note only this week because I found a tip in Joan Stewart's THE PUBLICITY HOUND. I would have included it in THE FRUGAL BOOK PROMOTER if I could have but it has just gone to press. It seemed that using my rather unofficial, casual newsletter, *Sharing with Writers*, was the second best way to do it.

The reason I'm so intense about sharing this information is that my writing friends are always cautious about overkill when it comes to promotion. This little treasure came from Publicist Jill Lublin and here it is:

**"When following up (to a release or query), remember The Rule of 7. That means you should follow up seven times, using a combination of phone calls and emails (and fax), before you stop contacting journalists."**

You can learn more about Jill, Joan and this rill from a great publicist at:

<http://www.publicityhound.com/publicity-products/marketing-tapes/failprooffollowup.htm>. You can sign up for Joan's newsletter at the Publicity Hound site while you're there. To subscribe to Joan's Publicity Tips send a blank email to <mailto:join-publicitytips@lists.publicityhound.com> and, if you'd like to get my little newsletter now and then, send me an e-mail at [HoJoNews@aol.com](mailto:HoJoNews@aol.com). Be sure to put Sharing with Writers in the subject line.

**Kristin: Describe some of your more memorable publicity moments. Joyce Spizer once described riding in a police squad car to an author appearance.**

**Carolyn:**

I think my most memorable is more nostalgic than sensational and it involves you. It was when I was interviewed on ABC TV by Peter Kulevich. I had just met you and we sat at the bar at The Chart House in Palm Springs with my sweet Mormon friend from Utah (maybe the first time she had ever sat at a bar!) because that was the only place we could find a TV set and eat, too! We got acquainted and watched the little screen up in the corner. Waiting. Waiting. For the 6 p.m. news. I remember how hard it was to get the bartender to switch the station from a sports station to something as mundane as the nightly news and books. And how surprised he seemed when we ordered three Perriers!

**Kristin: You are also a gifted poet whose poems, "Olvera Street," for one, have been widely published. Talk more about that.**

**Carolyn:**

I simply ache to write poetry. Metaphor and symbols seem to permeate my life. At first I applied them to prose but when I realized how important they were to my soul, I started to write poetry. I hope to have a small chapbook out soon that will include all of my published poems plus a few others. Again, it is a matter of sharing.

**Kristin: I'd be remiss if I didn't mention Yarrow Brook Press and MyShelf.com, two sources that you have an ongoing relationship with. Talk more about the importance of relationships.**

**Carolyn:**

Ahhh! One of the major themes in FRUGAL! It's all about Karma. A book on promotion may seem an odd place to find such information. If we offer service to others, the love cycles back to us. The subject of public relations is widely misunderstood. Put the emphasis on "relations" and we begin to see how our lives--both external and internal--can benefit.

**Kristin: Carolyn, thank you so much.**

**Carolyn:**

Thank you, Kristin. One of the blessings of writing is finding and nurturing friendships like yours.

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Kristin Johnson, is the founder of PoemsForYou.com and author of BUTTERFLY WINGS: A Love Story. She co-authored CHRISTMAS COOKIES ARE FOR GIVING with Mimi Cummins. Visit [www.christmascookiesareforgiving.com](http://www.christmascookiesareforgiving.com). Her third book, ORDINARY MIRACLES: My Incredible Spiritual, Artistic and Scientific Journey, co-written with Sir Rupert A.L. Perrin, M.D., is available from Publish America.