

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

Find back issues at [http://HowToDoItFrugally.com/newsletter\\_copies.htm](http://HowToDoItFrugally.com/newsletter_copies.htm)

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

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

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

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](mailto:mplcreative1@aol.com) and [www.mplcreative.com](http://www.mplcreative.com). In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing boobos. We're all human.

This newsletter is issued as often as my writing schedule allows. It's usually long, but I promise you, you'll find something that make a difference in your writing career in it.

This newsletter is powered by AuthorsDen.com.

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- ~Opportunities (You'll find them in several places.)
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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/blog.htm)

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

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

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## Note from Carolyn

Dear Subscribers:

I try to reserve this space for personal anecdotes and mini essays. Today you get a hard reminder prompted by a new term being bandied about.

In *The Frugal Book Promoter* I talk about advertorials in conjunction with a section warning writers—but especially new writers—to use publicity (meaning free) in their marketing rather than advertising (which always means paid-for!). The section includes little back-door methods of getting to know the same newspaper and magazine folks who can say yay or nay to your marketing efforts.

One of the terms I tell you about in that section is “advertorial” which means a paid-for ad that looks like free editorial copy and is often more effective. To put in the grossest terms, it’s more effective because it fools many readers into believing that it’s editorial copy or vetted news or feature material chosen strictly on the basis of its newsworthiness or general appeal.

Now we have a new term—possibly designed to disguise an advertorial with a ritzier mask. It's also a term less likely to be deciphered by the general reader. It is...drumroll... "native advertising." According to David Lazarus, columnist for the *LA Times*, Lord & Taylor is facing a deceptive-trade charge from the Federal Trade Commission because they used this ploy—a huge embarrassment for a clothing company of that stature.

You'll see this tactic used—whether they call it advertorial or native advertising—in special advertising sections produced by newspapers and similar kinds of features in magazines—and sometimes they can be valuable reading like the section in *Time* magazine often run (and paid for) by large corporations or countries, usually companies or countries that want to improve their image among Americans. However, they can only be interpreted well by the reader if it is very clear that they *are* paid-for. Like anything we read, we should know the source and that's one reason that the Web is so iffy. By the way, this Lord & Taylor snafu was "native advertising" on the Web.

It's important for authors to know about this. They need to know what to avoid in their marketing (and how to use whatever they choose ethically). Maybe even more important, they need to be able to discern the propaganda aimed at naïve authors by scammy businesses—both big businesses and individuals—trying to entice them into paying for marketing programs that are either useless or can be gotten free.

As it happens, this topic has been on my mind because I am working on a chapter for the next book in my award-winning *HowToDoItFrugally* Series of books for writers. *Getting Great Book Reviews Frugally and Ethically* will be published late this summer and believe me, there are a lot of "Please-pay-me" schemes revolving around every aspect of publishing but the review scams are at the top of my hate list. Authors desperate to get the reviews they've always dreamed of having are perfect targets, especially first-time authors. So, yeah. I'm on my soapbox again! (-:

## Happy writing, marketing, and editing Carolyn

**PS:** Because the first chapter of my *This Land Divided* won WriterAdvice.com's Scintillating Starts contest, I can personally recommend it. You can now read the review at <http://www.writeradvice.com/archives/21-flash1902> and the submission guidelines at <http://writeradvice.com>. It is the only contest I know of that can help an author sell his or her book to an agent or publisher. Most contests are only open after a person has published his or her book. Check it out for yourself and bookmark it for your own future needs.

**PPS:** This is the issue where you find my tip of the year. Scroll down to the TIP OF THE YEAR (And read as you go! Ha!)

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

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

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## Letters to the Editor

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Ms. Carolyn,

I am a new member of [AuthorU](#). I was up around 2 am last night and found your story in the AuthorU newsletter explaining Twubs. What fun. I created a #graceallison #Dreambook #angelleaping all connected to my memoir "*A Dream is a Wish the Heart Makes, or if at first you don't succeed change the rules.*"

I'm learning the rules of internet engagement. There is so much to know.

Thanks for your contribution to the world wide wild west of the Internet. Look forward to receiving your newsletter.

The pen is far mightier than the sword,

grace  
Grace Allison Blair  
[www.angelleaping.com](http://www.angelleaping.com)  
[www.einsteinscompassbook.com](http://www.einsteinscompassbook.com)

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I am eagerly waiting my own copy of Patricia Fry's new book *Propose Your Book, How to Craft Persuasive Proposals for Nonfiction, Fiction, and Children's Books* (Allworth Press). Read about it on her blog at <http://www.matilijapress.com/publishingblog/> A disclaimer here. I endorsed the book for her, and that is in spite of the fact that it is in direct competition with my *Great First Impression Book Proposals* booklet; I think you should have both books if you intend to shop for a publisher on your own or with an agent. My agent wanted a book proposal for the novel she is shopping for me, so fiction writers may need both copies, too.

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**Lessons from the Greats:** After F. Scott Fitzgerald's editor and his wife Zelda warned him against using an obscure reference to a first century Roman fiction as his title. He had chosen "Timalchio in West Egg." At her urging, he changed it to *The Great Gatsby*. This bit of information comes with a reminder to take another look at your own title; does it do what you'd like it to?

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If you need a speaker or panelist at your authors group, I'd love to be there. I believe authors are made a little like teachers; we love to share. Learn more about my speaking (and acting) at [http://howtodoitfrugally.com/speaking\\_&judging1.htm](http://howtodoitfrugally.com/speaking_&judging1.htm).

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## Accessible Contests

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I generally don't recommend contests that I haven't either entered or had some success with. 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 ones I recommend judge a book by its contents, not the press it's published on.

## Frugal Kindle Award

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The 2016 Kindle Book Awards offers \$849 in Cash and Prizes. Registration ends May 1, 2016 for any Independent and Small Press e-book published on Amazon between May 1, 2014 - May 1, 2016 (Must have Amazon.US Link).  
COST: \$29

For info on how you will be judged and the size of the different prizes, Click the BIG RED "REGISTER" button and fill out the easy entry form.



## This Award Gives Books Exposure to Gatekeepers . . .

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Submitted by book launch guru [Denise Cassino](#)

Enter your book to **Best Books Of the Year 2016** at <http://www.booksandauthor.com/books-of-the-year-2016-entry.html>

You have a great book, you're looking for some recognition from a trusted source, and you want a wider audience to fall in love with it. That's where BooksandAuthor.com annual book awards program comes in. The BooksandAuthor.com Book of the Year Awards recognize the best in indie book publishing.

Our awards program honors great books from independent publishers, university presses, traditional press and small self-owned publishers. BooksandAuthor.com breathes new life into hundreds of books, long after their pub dates have passed. What makes BooksandAuthor.com special is our panel of judges: more than 100

booksellers and librarians determine the winners after a larger group of finalists is culled by our editorial staff.

Finalists and winners can count on abundant recognition from all aspects of the book industry. In September 2016 finalists are revealed and in January 2017 winners are announced. The finalists and winners lists will be promoted on our website and in our e-mail newsletter as part of a national publicity campaign, along with lots of attention on our popular social media sites.

<http://www.booksandauthor.com/books-of-the-year-2016-entry.html>



Eligibility: Any independently published title published in 2014-2016. To be clear, independently published includes university presses, privately held presses, and self-published authors. International submissions are welcome.

<http://www.booksandauthor.com/books-of-the-year-2016-entry.html>

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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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#### My (Casual!) Feature

### **Getting Pleasure from My Rejection. . .**

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This is an example of the kind of rejection every author wants to get. I'm hugely grateful for it and happy to put myself on the line to share it with you so you may benefit from it, too. It is a rarity among the finer and more established literary journals in the world. Most send canned rejections. I'm sharing it with you with a tip for submissions:

Tip: Choose journals with heart like this one when you can tell the difference. Sometimes they say that you will get input from the judges. Sometimes they offer a subscription to their journal with your entry fee.

The only additional thing I could have asked for (would it be presumptuous of me to ask?) is, why would a story with bigotry as a theme be "not right" for a literary journal in a state that still harbors much bigotry—and don't all journals (states) fall into that category? !

Keep reading for a reprint of the wonderful-awful rejection and for an Audio prize Missouri Review is offering!

Carolyn

**From:** Missouri Review <[submissions@missourireview.org](mailto:submissions@missourireview.org)>

**Date:** February 9, 2016 at 9:37:43 AM PST

**To:** [hojonews@aol.com](mailto:hojonews@aol.com)

**Subject: Your submission to Missouri Review**

Dear Carolyn Howard-Johnson,

Thank you for sending us "The True Big Bass Story".

This is a delightful story with a great grasp of narrative movement, plot, and strong insights on the world of journalism.

Unfortunately this particular piece was not a right fit for *Missouri Review*, but we were very impressed by your writing. We hope that you will feel encouraged by this short note and send us something else.

We look forward to reading more.

Sincerely,

The Editors of *Missouri Review*

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We're awarding a \$1,000 first prize in Prose, Poetry, Audio Documentary and Humor categories in our 9th Annual Miller Audio Prize audio competition. Send us your entries by March 15, 2016.

Find out more at <http://www.missourireview.com/audiovisual/submissions/>

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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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**In the News:** *Time Magazine* gave over its entire book section to an article on "How coloring inside the lines came into fashion" by Sarah Begley. Her article that made it absolutely clear that adult coloring books are a force to be reckoned with in the publishing industry this year and explained why they are stress reducers. It's something authors and freelance writers facing deadlines might want to pay attention to: We can reduce stress and support our industry at the same time. How cool is that!

**Tip:** Jendi Reiter, author of the soon-to-be published *Two Natures*, shares this list of book clubs she found on the Web:  
<http://www.bookmarket.com/bookclubs.htm>

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My review blog is my gift to authors. It's a place for you to honor authors and books you've loved with a

review. It's a place to recycle the review of your own book, the one you love most. It's free. Submission guidelines are in the left column at [www.TheNewBookReview.blogspot.com](http://www.TheNewBookReview.blogspot.com).

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### Q&A a la Ann Landers

## **Editors and Authors Not Speaking the Same Language—Again!**

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QUESTION:

I just finished my first novel—historical fiction—and I'm finding different editors' sites don't give me much information and that no one seems to be speaking the same language in terms of definition when they toss around the editing terms. Copy editor? Proofreader? Etc.

ANSWER

If this is a first novel, I believe you need a full edit. Sometimes first novelists—even ones who have taken lots of classes—still don't have things like structure, motivation, setting, characterization down. It's not just our own punctuation or homonym errors we don't see. It would also be helpful if you tried to find an editor experienced specifically in historical novels—especially the specific period you are writing in. Your editor may even spot a historical inaccuracy or two.

You also might want to read *The Frugal Editor* (<http://bit.ly/FrugalEditor>). It includes a battery of questions to ask editors to get what you need.

I know a full edit like this is expensive, but one of the things I say in my [The Frugal Editor](#): Think of the money spent as the equivalent of three university classes at a top writing school in addition to the editing. If you get an editor who explains why she does things and what the alternative is, you'll come away from the editing process a much better writer—even if you are already a great writer. (-:

PS: *The Frugal Editor* also defines the terms of editing—at least for purposes of the book—so we're all talking the same language. I sympathize with the confusion you expressed.

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Please paste this little blurb—perhaps with a little endorsement—in your newsletter or Web site: "To subscribe to Sharing with Writers send an e-mail with SUBSCRIBE in the subject line to HoJoNews@aol.com or go to [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com) for an auto subscribe box." Let me know you did and tell me what I can do for you in a Resources for Readers section of my Web site. [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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### Mini Feature

## **What to Say to Get Free Publicity**



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I thought I'd share a pitch I wrote to my local newspapers because it illustrates how we authors need to figure out how to make a query work for their particular title—in whatever news cycle might apply to its theme, characters, authors or whatever. This query for [Sublime Planet](#) used Earth Day as its hook; you might adapt yours to other holidays or current events. I also include a few basic dos and don'ts at the end of the query letter. And, if you are a blogger or have a radio show or about anything else that would benefit from a current topic like this, feel free to contact me at [hojonews@aol.com](mailto:hojonews@aol.com). I mean, have at it! (-:

Hi, I'm an award-winning author who knows how hard it is to find good stories for Earth Day or to fit with current news about global warming.

Earth Day is sneaking up on us—April XX--but I have an idea for you that will help the environmentalists in your audience celebrate. They'll love the accessible poems about the fragility of our cosmos by my Aussie poetry partner Magdalena Ball and I. We love to share our poems (no charge!) about XXX and XXX. In fact, I welcome reprints of any of my poems. Further there is a story about how Magdalena and I came to be partners living in separate hemispheres without having ever met that might make a good feature story on tech. I can schedule interviews just about any time before April XX—or any time that works for you.

Please let my [Sublime Planet](#) poetry book help you with a feature story this April—one probably unlike one you have ever published.

Here are the query letter or pitch tips I promised you:

Notice that I didn't bother giving my contact my name. They'll learn soon enough in the salutations. Unless your name is already known by the contact or you are as famous as J. K. Rowling, it isn't necessary and just keeps you from expressing the idea that will help them get the content they need for their book page, blog post, entertainment section, radio show or whatever it is that they do.

I also didn't mention the title in the first sentence. The only time that should come up early in the letter is if it is very catchy or outrageous.

Notice how precise the idea is. Query letters need to be clear about the benefits *for the media or editor* (they need material for current events and holidays).

By the way, sending media releases—even releases that get ignored--benefits you because you can contact them for the next holiday or current event and they will have come to expect ideas from you that are well considered for their needs. There is a script for approaching gatekeepers by phone written by well-known publicist Raleigh Pinsky that you can use as a template in the Appendix of my [The Frugal Book Promoter](#). It gives even more detail for formulating pitches—in this case telephone pitches that work.



Do you want to have your book cover image made into a three-D image like this one? If so, contact me at [HoJoNews@aol.com](mailto:HoJoNews@aol.com) and I'll give share my service with you. And I bet Gene Cartwright will even give you a discount.

## Wandering Around

## Listening In on A Conversation with Amazon

I just had the nicest telephone conversation with Amazon's Author Central. I had worked for two years trying to get the old edition of *The Frugal Book Promoter* removed from Amazon via e-mail (I thought it would make it easier if they had all the ISBNs, etc in writing! Silly me!)

So, the conversation goes like this:

ME: "I understand I can't have the first edition of *The Frugal Book Promoter* removed from Amazon even though it's outdated—by about a decade—but that I *can* add a new widget to lead readers to the new edition."

DANA THE WONDERFUL: "I'd be happy to do that for you."

ME: Some chitchat including thank yous as she works. Then some magic words! "Too bad we can't just hide the old edition and get all 128 of the old reviews transferred to the multi award-winning second edition!" (Were "multi award-winning" the magic words?)

DANA THE WONDERFUL: "Oh, we can do that!" Typing noises. "It may take 72 hours for that to happen but it's done."

ME: "Really?"

DANA THE WONDERFUL: "Really."

ME: Happy Dance. Huge Thank yous.

Note: It obviously is worth the time waiting for a real person on the Author Connect (Author Central) hotline!

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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### Mini Feature

## Generous Marketing

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Because our culture has done such a good job of training people—especially creative types—to be embarrassed about being proud of anything that smacks of self-promotion, I sometimes have trouble convincing clients that it isn't necessary to brand their campaigns as “shameless” because when they do, they are putting an unspoken subtext into the universe that they *should* be ashamed of something. Marketing is not self-aggrandizement. It is not bragging. It is not even selling.

True marketing is generous. It's about making friends. It's about doing for others without being asked and, yes, when one is asked, too. My favorite marketing anecdotes usually have something to do with networking and giving. Remember the song, “Little Things Mean A Lot?” So I remember when Joan Stewart sent me an endorsement for this newsletter out of the blue—and that was years ago. And I'll remember an off-the-cuff e-mail I received from [Denise Cassino](#) yesterday. She said, “I sent out a notice to all my clients to check out your books on marketing” in the midst of an e-mail conversation about something else! Both women are well-known in marketing and have loyal clients and associates. Their word is trusted. Their words and the way they use them—it turns out—is “generous marketing.”

So what kind of generous marketing gift can you give someone today?

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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

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## Author Successes

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

## Nan Phipper Member of Authors' League

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Nan Phipper, author of *Memoirs of the Soul: A Writing Guide*, has been offered membership in the Colorado Authors' League. <http://coloradoauthors.org/category/member-news/>

Learn more about Nan and her writing at [www.memoirworkshops.com](http://www.memoirworkshops.com)

## Ginger King Plans Scholarship in Patricia Terrell's Name

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We should all be so lucky to have associates who make sure our contributions are recognized and passed forward. A case in point is such an honor for founder of the Book 'Em conference and book fair, Patricia Terrell. It is held each spring at Robeson Community College in Lumberton, NC. Ginger King, author of *Diamond Road*, was instrumental in setting up the scholarship that is awarded to a student who volunteers for the Book 'Em and demonstrates financial need. It has raised \$1300 so far. The mission of Book 'Em is to raise public awareness of the correlation between high illiteracy rates and high crime rates.

If you would like to contribute to the Patricia Terrell's Book 'Em NC Scholarship, mail your check to the Robeson Community College Foundation at PO Box 1420, Lumberton, NC 28359. For more information contact Regina Branch by phone at 910-272-3235 or by email at [rbranch@robeson.edu](mailto:rbranch@robeson.edu).

## Audio Book Author Shares Successes and Process

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My psychological thriller, *The Prodigal Son*, is now available as an audio book on iTunes and Audible via [Amazon.com](http://Amazon.com).

*The Prodigal Son* is a story about a teenager's refusal to attend school which leads to criminal charges against his parents and disastrous consequences for him. His parent's recent divorce, his father's hasty remarriage, his brother's leaving for college leave Andrew Tibbet in a desperate whirlwind of emotions. Using revenge as his weapon of choice Andrew sets out to destroy his family emotionally and financially. Psychologist, Allyson Freemont, comes to understand the boy's anger and frustration when she learns the disturbing truth about what's been happening behind closed doors.

If you enjoy listening to books, contact me for a FREE coupon for *The Prodigal Son*. I'd like to hear from you.

You can find *The Prodigal Son* here [Amazon.com/dp/B01BPGJNQO](http://Amazon.com/dp/B01BPGJNQO)

In addition to *The Prodigal Son*, I've now published five other audio books all via ACX (Audio Creation Exchange). They can be found here:

- *Suffer the Little Children*, <http://Amazon.com/dp/B01369MDYC>
- *Sins of the Father*, <http://Amazon.com/dp/B016LH0XOI>
- *Amazing Grace*, <http://Amazon.com/dp/B01974PXLU>
- *'Tis Herself: Short Story Collection*,  
<http://Amazon.com/dp/B00VU39JSA>
- *Beyond the Inkblots: Confusion to Harmony*  
<http://Amazon.com/dp/B00HYO5X98>

I do a 50/50 royalty deal with the narrator. This does not cost me any money up front and it also opens up an entirely new source of contacts. The narrators have their own network and are eager to promote the audio book to earn royalties and to grow their talents with more and more exposure within their theatrical world.

Audio books are my biggest sales revenue. The audience is a smaller but these folks are eager to find new books in audio format. Not too many authors publish audio books, thus, there is less competition for those of those of us who do.

It's an easy process via ACX (Audio Creation Exchange) and it's FREE.

Find them at <http://ACX.com>.

Please tell your SWW subscribers to give it a try ~

~ Valerie Allen ~  
ValerieAllenWriter.com  
[VAllenWriter@cs.com](mailto:VAllenWriter@cs.com)

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**Fave Tip:** We writers can contribute to the environment by using Sprout pencils and giving them as promotional gifts—and feel good doing it! Sprout pencils (<http://sproutworld.com>) were invented in an MIT classroom and nourished by Kickstarter. Once we've used them to their nub, they can be planted and the little seed capsule at the end of the pencil germinates into basil, cherry tomatoes, or marigolds! I figure the author will be remembered much longer when they use them as thank you gifts than with the usual pen that gets thrown into a junk drawer—and they'll feel better doing it, too! The boxes of pencils can be broken up and given a single pencil at a time.

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

Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*,  
<http://amzn.to/14Ock0W>.

**Media Tip:** Brian Feinblum, chief marketing officer for book promotion firm Media-Connect.com, says, "You are calling [a media person] to give them a great story—not to sell books."

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

### Opportunities

#### **Readers Tub Offers Special to SWW Children's Lit Writers**

The Reading Tub is a family literacy nonprofit with the mission of promoting literacy activities at home. Since 2003, the all-volunteer team has reviewed nearly 2,700 children's and YA books, and written more than 200 articles about ways to incorporate literacy activities into daily life. Reviews are posted on the Reading Tub website, as well as other social media outlets like Twitter and Pinterest. To help fund its work of getting books to at-risk readers, the Reading Tub offers authors an opportunity for promotion via its Author Showcase. Learn more about that here: [http://thereadingtub.com/featured\\_authors.php](http://thereadingtub.com/featured_authors.php). Terry Doherty, owner, is offering Sharing with Writer subscribers 50% off any of their Showcase packages.

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

### Guest Feature

#### **Keyword Tips from Karen Cioffi Ventrice**

**By Tech Smartie Karen Cioffi Ventrice**

To get search engines to categorize and index your content, you still need to use keywords.

You should put a keyword in your title; in the first paragraph of the article, once midway through and in the last paragraph. But, the first two are

probably the most important.

After you have your article in place, go to the POST SETTINGS on the right side of the blogging area. In Labels input the keywords relevant to the article.

Then, scroll down to the SEARCH DESCRIPTION area. Put a keyword effective brief description. This is as important as using keywords because if a search engine picks up the article to use as the results of a search query, they usually use the description you create to go along with it.

I have a Slideshare overview of optimizing a Blogger blog post at:  
<http://www.articlewritingdoctor.com/2015/08/optimize-your-blogger-blog-posts/>

Because the instruction are so similar, it will help you with optimizing a WordPress blog post, too.

Let me know if you have any questions,  
Karen Cioffi Ventrice  
[karenrcfv@yahoo.com](mailto:karenrcfv@yahoo.com)

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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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#### Guest Feature

## **Cox Shares Little Known Amazon Program**

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**Reprinted with permission from Beth Cox at Midwest Book Reviews**

The latest innovations in digital publishing never cease to surprise me. Just recently, I learned about Amazon's "Kindle Scout" program for both e-book readers and e-book authors. <https://kindlescout.amazon.com>

Essentially, it's a review program for never-before-published e-books, which enlists readers to help sort the wheat from the chaff. Readers browse e-books that have never been published in any format before, and nominate up to three e-books at a time (each book has a 30-day nomination campaign). Readers also receive a free copy of any e-books they championed that are selected for publication.

E-book authors who submit never-before-published e-books to the program can potentially earn publication by Kindle Press, 5-year renewable terms, a \$1,500 advance, a 50% e-book royalty rate, easy rights reversions, and featured Amazon marketing... if (and only if!) their e-book receives so many nominations from interested readers that Amazon selects it for publication.

Of course, in order to secure nominations, prospective e-book authors are encouraged to promote their Kindle Scout title, perhaps starting with their Facebook fans and Twitter followers.

Oh, and please allow me to give a shout-out to the author who first informed me about the Kindle Scout program, Donna M. Zadunajsky. Her current title awaiting nominations on Kindle Scout is the suspenseful mystery "Hidden Secrets": <https://kindlescout.amazon.com/p/181EOC08YIMTY>

Bethany Cox  
Managing Editor  
The Midwest Book Review  
<http://www.midwestbookreview.com>

**Note:** It is clear that the way to be noticed using Scout is to ask your readers to nominate your book. Use the link in the first paragraph of this article to formulate details of how you might guide your readers to do that.

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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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#### Q&A a la Ann Landers

### **Getting Blurbs Ethically, Considerately, and Efficiently**

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QUESTION from a COACHING CLIENT:

I'm striking out with blurb requests from my personal contact list. Wondering about the etiquette of emailing writers who don't know me yet. For instance, gay authors whose books were helpful for my research, but with whom I have not previously interacted online. I don't want to seem presumptuous, like a cold-calling telemarketer!

ANSWER:

Sure it's Okay. Just be sure you mention that you used their books for your research and be very specific so your letter doesn't look like a blanket template. If you can cite a reason you appreciated their work, so much the better.

After you've done that, you can pitch your request for an endorsement or blurb. You will find it helpful if you resurrect your copy of my The Frugal Editor and read the section on query letters and agents' pet peeves. There are lots of little things to do and to avoid in that chapter—things that aren't necessarily wrong, just either not professional, boring, or irritating to those in the industry because they are overused. Of course, no one ever gets tired of hearing that their book has been useful or that they are trusted or that they have credibility!



## QUESTION #2 from a COACHING CLIENT

Is it appropriate for me to send a second message to big-name authors who have not responded to my first contact? The Iowa Review agreed to forward my blurb request to XX in December but I have not heard from him since. Should I resend it through one of these contacts on his Web site? Should I send it to the Media Inquiries e-mail at his publisher's address or the Bookings e-mail at his agent's address?

ANSWER:

Yes. It is fine to recontact someone. And it's not just me who says that. I originally heard it from agent Michael Larson when we were both presenting at a writers' conference. He was amazed at how many authors don't follow up on initial contacts. Mention that you are checking because there may have been a digital snafu along the way or that your request didn't get forwarded to him.

You can also try sending the request via USPS directly to his agent's office or his publisher's office. His satellite associates are more likely to forward a letter posted to him that way. They may do so without even opening it.

If you have no luck with one of these, try e-mail a few weeks later. You may even be able to reach him via Twitter with a direct message. Publicist Penny Sansevieri says, "Everyone is equal on Twitter!"

I do believe you will have better luck trying an alternative rather than using the same Media Inquiries or Bookings e-mail addresses you tried before.

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I believe in learning from successful authors via newsletters and online streaming. Morgan St.

James is launching a Blog Talk Radio show, *Writers' Tricks of the Trade*, with co-host Dennis N. Griffin. It broadcasts on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday of each month. My time with Morgan and Dennis is archived at <http://bitly.com/WTTjan14show>.

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## On Poetry

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

## What One Subscriber Does with Poetry

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From Author/Poet Betty Jo Tucker and a great example of a media release for poets:



"I blame director Robert Altman and tap dancing for my journey into the mysterious world of poetry," says author and film critic Betty Jo Tucker whose latest book, ***Cinema Stanzas: Rhyming About Movies***, has just been published by BestsellerServices.

Tucker explains that after watching Altman's *Gosford Park* back in 2002, a poem about the movie came to her when she started

to write the review. That poem had the same beat as a tap routine she performed in days of yore. Since then, she's written 70 film poems and incorporated them into her reviews – with enthusiastic feedback from readers. For example, "I always enjoy your reviews, Betty Jo, and now that you are adding poetry, they are enhanced," wrote Ronald Hull, poet and author of *The Kaleidoscope Effect*.

*Cinema Stanzas* contains all of these efforts – from such studio blockbusters as *Star Wars: The Force Awakens*, *The Martian* and *The Revenant* to small independent offerings like *In the Dark*, *The Lives of Hamilton Fish*, and *With Child*. Genres represented in *Cinema Stanzas* include: drama, comedy, romance, musicals, horror, fantasy, mystery, thrillers, sci-fi and action. "Some of the rhymes in my book are a bit harsh, but no poets were harmed while writing it," the author insists. This book is meant to be a fun resource for fans of both poetry and movies.

Tucker serves as editor/lead film critic for ReelTalk Movie Reviews. She also writes film commentary for the Colorado Senior Beacon and is the award-winning author of *Confessions of a Movie Addict* and *Susan Sarandon: A True Maverick*. She hosts a radio show, "Movie Addict Headquarters," on BlogTalkRadio. Using the pen names of Harry and Elizabeth Lawrence, Betty Jo and her husband Larry co-wrote *It Had To Be Us*, a romantic memoir now in the early stages of film adaptation. Tucker is also a member of the San Diego Film Critics Society and the Online Film Critics Society. More information can be found at her website by clicking on [www.BettyJoTucker.com](http://www.BettyJoTucker.com).

*Cinema Stanzas: Rhyming About Movies* is available as a Kindle E-Book on Amazon.com. (Price \$3.99)

Contact Betty Jo Tucker at [reeltalk@comcast.net](mailto:reeltalk@comcast.net)

## Tim Green's Rattle Encourages Children Poets

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Poetry is never more fun than when you're young, and young poets should be encouraged as much as possible. *Rattle* is doing just that with our annual RYPA anthology. Every year we publish about 50 poets age 15 and younger. Parents and teachers are welcome to submit. Find more at: <http://www.rattle.com/children/rypa/>

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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:** This "Promoting Your Blog Post" article from Guided Goals Gal Debra

Eckerling is a must read for SWW readers who blog:  
<http://www.socialmediaexaminer.com/how-to-drive-traffic-to-your-blog-posts-a-game-plan-for-the-top-social-networks/> Debra is also author of *Purple Pencil Adventures: Writing Prompts fo]r Kids of All Ages\*

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>.

## Thank You

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

## Thanks to Darcia Helle. . .

. . . for the beautiful review of my newest book of poetry, *Imperfect Echoes*. See it at <http://quietfurybooks.com/blog/bookreview-imperfect-echoes-by-carolyn-howard-johnson/>. While you're there, sign up for her newsletter and subscribe to her blog—and put her on your list to query for reviews.

## Thanks to Dr. Bob Rich. . .

...for the review of my newest poetry book *Imperfect Echoes* and posting it in his *Bobbin Around* newsletter.  
<https://bobrich18.wordpress.com/2016/03/01/bobbing-around-volume-15-number-9-2/#REVIEWS>. Bob also publishes articles on a variety of subjects that might fit with promotion plans for your book. Subscription are available and Bob is open to communication from his subscribers—as all newsletter editors should be! (-:

Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring “the ampersand as fun & fabulous art. A new edition is released each month. Each is entirely different, creatively & professionally designed, & each is associated with the ampersand & by extension, our love of writing. Each comes with directions for printing, & framing to make each into a keepsake. To subscribe and view all Chaz's past poster designs go to: <http://amperart.com> By now he has covered so many themes, one is sure to be perfect for you or a friend.

## Cooking Up a Story: Mirepoix for Writers

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By Mindy Phillips Lawrence

When you cook, as I sometimes do, you begin to pick up on professional cooking terms like mirepoix. Mirepoix (meer-pwah) is a combination of three ingredients—carrots, celery and onions—which are chopped and added to stocks to produce flavor. The mix is traditionally made of 50% onions, 25% carrots and 25% celery. What does this have to do with writing, you might ask? A lot if you think of your work as cooking up a story or article. Your writing must contain the proper ingredients in the proper amount to be successful.

- Great Story
- Great Characters
- Great Plot

You can juggle the percentages of these ingredients around according to your thoughts, but you need some proportion of all of them to make a good product. When you get everything pulled together, let that story simmer on the front burner. Serve it up to your readers with a good glass of wine. You've got it made.

### LINKS

#### **WIKIPEDIA - MIREPOIX**

[https://en.wikipedia.org/wiki/Mirepoix\\_\(cuisine\)](https://en.wikipedia.org/wiki/Mirepoix_(cuisine))

#### **How to Make Mirepoix (YouTube)**

<https://www.youtube.com/watch?v=WaFbxnGmmrg>

#### **ELEMENTS OF STORY OR FICTION**

<http://www.homeofbob.com/literature/genre/fiction/ficElmnts.html>

#### **PLOT, SETTING AND CHARACTER—FICTION'S TOP 3**

<http://www.homeofbob.com/literature/genre/fiction/ficElmnts.html>

#### **PLOT AND CHARACTER: MAKE THE WORK TOGETHER**

<http://rebeccayork.com/the-author/tips-for-writers/plot-and-character-make-them-work-together/>

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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 and doing calligraphy.

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

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

**Tip:** Screenwriter expert Deb Eckerling and longtime SWW subscribers sends this tip: In April buy Final Draft 9 and get Blake Snyder's SAVE THE CAT!® Story Structure Software, a \$99.95 value.

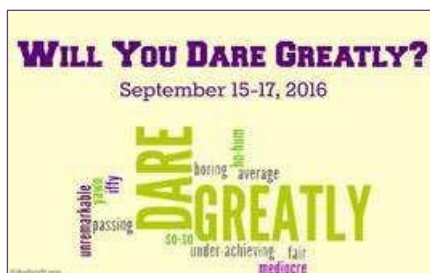
<http://store.finaldraft.com/all-final-draft-products.html>

PS from Carolyn: If you have been thinking of turning your novel into a screenplay, now is the time to do it. And don't even *think* of doing it without the Final Draft program. If you want to hear my sad story about writing a screenplay without it, e-mail me at [hojoneews@aol.com](mailto:hojoneews@aol.com)

For a nominal fee your ad could go here (or in a similar position between sexy red lines). It's something new. Heretofore all content in this newsletter has been printed at no charge and I will continue to do that for subscribers. Sponsored ads will be marked "Sponsor." Or I can tweet to my 20,000 plus Twitter followers, also marked sponsor. E-mail me at [hojoneews@aol.com](mailto:hojoneews@aol.com) with SPONSOR ADS in the subject line for a quote and help choosing what is best for your title. This is a way to accommodate authors with services that they need frugally.

## Carolyn's Appearances and Teaching

**New!** 📖 Carolyn will be the guest of "Writers Block" Thursday, July 14 at 8 pm Pacific Time. The host is Jim Christina, author and owner of Black Dog Publishing, and the co-host is Bobbi Jean Bell of Outwest Boutique and Cultural Center in Newhall. The show features 100% writers, poets songwriters, and everything in between—and can be found at [www.latakradio.com/content/writers-block](http://www.latakradio.com/content/writers-block) at 8 PM Thursday evenings. It can be heard worldwide live or folks can bring up the podcasts anytime.



**Coming in 2016!** 📖 I will present at Judith Briles' "Dare Greatly" in Denver. The conference is Sept 15-17, 2016. Watch for more in this space but start making plans now! Reach Dr. Judith Briles at [judith@briles.com](mailto:judith@briles.com). Her motto is: Creating successful authors with practical publishing guidance. She is an author, book shepherd, publishing expert, speaker, consultant, radio show host and officer of AuthorU.org.

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

## Something to Make Writers Smile

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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....

1. King Ozymandias of Assyria was running low on cash after years of war with the Hittites. His last great possession was the Star of the Euphrates, the most valuable diamond in the ancient world. Desperate, he went to Croesus, the pawnbroker, to ask for a loan.

Croesus said, "I'll give you 100,000 dinars for it."

"But I paid a million dinars for it," the King protested. "Don't you know who I am? I am the king!"

Croesus replied, "When you wish to pawn a Star, makes no difference who you are."

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### Essential Book and Record Keeping:

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

Although I do attempt to verify information used within this newsletter's pages, *Sharing with Writers* does not guarantee entities or information. Subscribers should research resources.

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

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

### Ordering Information

## The multi award-winning HowToDoItFrugally Series for Writers



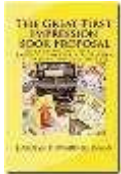
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*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success* Order for e-book or as paperback: <http://bit.ly/FrugalEditorKind>



*The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 30 Minutes or Less*

Order for paperback or e-book:

<http://bit.ly/BookProposals>



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

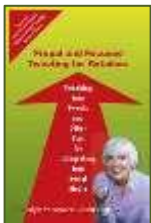
For paperback or e-book: <http://bit.ly/Last-MinuteEditing>

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



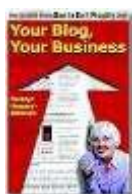
*A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques* Order from Amazon in paperback or e-book:

<http://bit.ly/RetailersGuide>



*Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media* Order paperback or e-book from Amazon:

<http://bit.ly/RetailersTweet>



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

Sponsored by Gift Shop Magazine <http://giftshopmag.com>

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



## Carolyn's Fiction and Creative Nonfiction

*This Is the Place* (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>

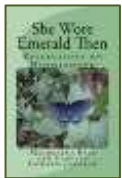
## Carolyn's Poetry



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>



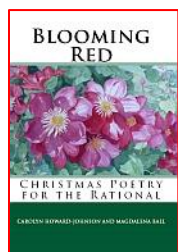
*She Wore Emerald Then: Reflections on Motherhood*, a chapbook of poetry. Coauthored with Magdalena Ball. To order paperback, Kindle, or e-book: <http://bit.ly/MothersDayKind>



*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](mailto:HoJoNews@aol.com).



*Sublime Planet*, a full book of poetry celebrating Earth Day.

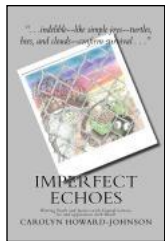
Coauthored with Magdalena Ball.

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>