

"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

May 1, 2015

Sharing with Writers Since 2003

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

From the Desks of Carolyn Howard-Johnson and Sharing with Writers Subscribers

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

In the spirit of the advice I give in [The Frugal Editor](#)--to use an extra pair of eyes whenever possible--this newsletter is voluntarily copyedited by Mindy Phillips Lawrence. Reach her at mplcreative1@aol.com and www.mplcreative.com. In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing booboos. We're all human. This newsletter is issued as often as my writing schedule allows. It's usually long, but I promise you it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

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- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
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- ~Accessible Contests
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- ~Author Successes
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~Q&A a la Ann Landers: **About That Published Works Almanac!**

**Huh?**

## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

To subscribe to SharingwithWriters newsletter:

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

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Note from Carolyn

Dear Subscribers:

I have lots of favorite humorists and I've added a new one. I may be behind the times but I read my first humor column by Kristin van Ogtrop in *Time* magazine this week. Other than a killer (and funny!) voice, she talked a bit about marketing, specifically about book marketing!

It seems the three British guys who have day jobs in advertising are promoting what she calls "personalized books"—whatever those are—and they're doing it with a Web site (<http://3pregnantdads.com>). Seems part of their gimmick is to strap on 33 1/2 pounds of belly and boobs to their bods so they can better relate to what their pregnant wives are going through.

33½ Pounds? Really? These guys are British and they measure their *money* in pounds, not the weight they gain—or lose!)

They didn't remove their load until March 15, UK's equivalent to Mother's Day in the US. Kristin (the *Time* humorist) doesn't tell her readers how many books they sold with this ploy or even how well their Web site was trafficked, but, hey! They landed in *Time* with a whole column dedicated to this gimmick. So, it seems that achieved at least some of what they were after.

The question is, would you—perhaps a less exuberant author—want to do something this crazy? Well, sure. It wouldn't hurt to have the knowhow of an advertising or marketing executive and power of your firm behind your shenanigans, should you choose to do it. But the real trick to success is that the scheme you cook up must be something that will catch the attention of the media and that fits well with the book you're selling. And, oh yeah. Be sure you have plenty of time, money, and/or expertise to do the Web site right. In other words, you must coordinate your site with you chosen visually fun or smart or interesting trick and the media releases you send out.

Just so you know, I'm feeling a little less self-conscious about my idea to cover my ancient (1989) Volvo station wagon with 350,000 miles on it with decals advertising my HowToDoItFrugally idea. Unlike most who use similar ideas, I want acrylic pockets on the side that will hold brochures or bookmarks that people can just help themselves to. I could send before and after pictures of the automobile to Kristin at *Time*.

On the other hand, maybe not. I think these guys with their pregnant tummies make my idea look...well, hardly newsworthy.

And therein lies the best lesson of all. Your gambit has to be newsworthy—with an emphasis on "new."

Happy writing, marketing, and editing Carolyn



PS: The second edition of my multi award-winning *The Frugal Editor* is now available as a paperback. I am so excited to see [Chaz DeSimone's](#) gor-gee-ous cover in person rather than merely as a digital copy. Old-fashioned me! Find it in its new corner on Amazon, <http://bit.ly/FrugalEditor>. And please take a moment to use Amazon's new social networking icons to tweet it or recommend it to your Facebook friends.

PPS: I apologize for the tardiness of this letter. I have a couple of good excuses besides caring for my husband who is now learning to use a cane (Whew!). I'll let you know about it as soon as my contract is signed but here's a hint. It will mean something free for you.

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

Dear Carolyn,
You may already know that I've been involved with a sweet project in San Antonio, Texas. A poem I'd written from the viewpoint of Anne Frank's chestnut tree was chosen for a permanent exhibit at a middle school to stand alongside a gorgeous mosaic panel of Anne as well as panels created by the children to celebrate her legacy. I'll be attending the gala presentation of the exhibit in San Antonio this June.

The poem was written back in 2008 but it's been given a new voice in my recording with jazz composer and pianist, Tamir Hendelman and Finnish film poem creator, Marc Neys. You can read the poem at the very end of the video and also in the credits below the screen.

Please enjoy and if you do, will you take a moment to like it or comment on Vimeo? Many thanks to you in advance. I don't plug my own work much but this is a special project and I'm very moved by its purpose and the journey this poem has taken.

<https://vimeo.com/124794280>

Love,
Lois P. Jones

(Note: If you don't plug your work, Lois, less of the world gets to experience what you have to offer. This note illustrates that concept. I wouldn't have wanted to miss this!)



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 .



Accessible Contests



Do you have your novel about ready to go? It's not too late to enter the first-ever contest for self-published books called the **North Street Book Prize**, offered by Adam Cohen and Jendi Reiter of WinningWriters.com.

I'm excited to support it because it includes all the extra benefits of contests that I like best—like critiques. Like being more frugal than many. Like offering something free just for entering—something that will help your writing career move forward. You'll also find more about it using hashtag #NorthStreetBookPrize.



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



Media Resource: Florida Book News is a media resource available for Florida writers, bookstores, organizations, etc. If you have any ties to Florida, spell them out in your release or communication. <http://www.floridabooknews.com/p/submissions.html>



Here is the link for the page on my Web Site that lists some of my favorite accessible contests, an article on using contests, and more. <http://howtodoitfrugally.com/contests.htm>.

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Tip: I think it's monumental gall to send writers a newsletter (or anything else) with subject lines that say something like "3 Best Ways to Market a Book." Especially these days when we have become accustomed to and appreciate niche content. One reason I wrote *The Frugal Book Promoter* is to help authors pick and choose their marketing choices based on the title of their book, how it was published, what the publisher does for it in terms of marketing, and the author's personality. I tried everything in it as a test. It's up to each author to choose. I wouldn't dream of telling them the top three. The best I could possibly do is tell them what the top three for me were (or are). BTW, here's a hint. This newsletter is one of my top choices. One day, I'll tell you exactly why!

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

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Tip: A new SharingwithWriters subscriber sent me a note letting me know how pleased she was that she had already subscribed to most of the free newsletters I recommend in *The Frugal Book Promoter* (<http://bit.ly/FrugalBookPromo>). That made me think I should repeat some of my faves in this letter starting with this one, C. Hope Clarke's Funds for Writers:



May I remind you to make these newsletter folks part of your media team as I give them to you. Follow them on their social networks, contact them occasionally, contribute to their letters and other projects when you can.

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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 for an auto subscribe box." Let me know you

did and tell me what I can do something for you in a Resources for Readers section of my Web site.
www.howtodoitfrugally.com.

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Quotation: “You may think your book is your calling card, and for you as an author, it arguably is. For you as a publisher, however, your calling card is your marketing plan.” Angela Bole, Executive Director Independent Book Publishers Association

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

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TIP: Here is an example of Judith Briles’ Author U newsletter with articles and even some pre details for Daring Greatly, her conference coming in 2016. And more on this year’s conference, Extravaganza:
http://authoru.org/wp-content/uploads/2015/03/2015_April.pdf

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

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[Q&A a la Ann Landers](#)

Using a Published Works Almanac

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QUESTION:

Dear Carolyn,  
You referred to a published works almanac on pp15-16 of your January

newsletter. I wasn't sure how to create one or amend when I have more books.

Kind regards,  
Chioma Nnani  
Award-winning Author. BEFFTA-nominated Writer. Presenter. Producer.

ANSWER:

Aha! I guess using a published works almanac on your Web site is a matter of knowing how to build a Web site or a matter of having a good Webmaster. I used to have a hired Web master but found it was both too expensive to hire the amount of work I wanted to do for my expanding Web site and way too slow. So now I do it myself but it was a huge headache to learn. Here's an alternative approach to using such an almanac even if you aren't Webmaster savvy:

Use the media kit you are assembling to become a record-keeping kit as well. In it you'll have several sections including your published works almanac which will give those gatekeepers looking at your media kit a sense of your experience—your writing chops so to speak. It will do the same thing for you as a résumé but you won't be applying for a job. More than likely you'll be trying to get some free publicity instead!

Sometimes (once you've been writing a long time) you may need to divide the published works almanac into genres, say freelance, poetry, short stories, etc. But that's getting ahead of our needs here. An almanac works great to send out as part of a media kit. Eventually it can be copied and pasted into a Web site or blog page. In the meantime, it's great for recordkeeping so you'll have it when you go to write a book proposal or a résumé. I'd be pleased to send my basic kit to as a .pdf to subscribers who want to use it—including the published works page as a sample. Just send a note to [hojonews@aol.com](mailto:hojonews@aol.com) asking me for it. The essentials can be adapted to any book, any author.]

[**Note:** Your media kit can be put into a .pdf file and then downloaded from your Web site just as I do with this newsletter. People (in this case feature editors, radio hosts, etc.) can go online and download your media kit with your almanac in it.

As you can see, your Published Works Almanac can be useful long before you have a Web site of your own! And when the time comes to learn to make a Web site or to hire someone to do it for you, your Almanac will be ready to go except maybe for some last-minute editing and formatting.

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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 under the impression that that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in *The Frugal Book Promoter*, too



## Author Successes

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

## North Carolina's Book 'Em Fair and Conference Donates to Literacy



**Author Trish Terrell and team** raised \$6,600 for literacy campaigns—roughly a thousand dollars an hour during the one-day event. Many, many thanks to the authors and publishers who agreed to donate at least 40% of their proceeds to our literacy campaigns!

The money was divided among:

- Dolly Parton Imagination Library of Robeson County for books for children ages 1 through 5;
- Communities In Schools of Robeson County, NC, for all grade levels;
- Friends of the Robeson County Public Library for literacy campaigns to benefit all citizens;
- And the Lumberton Police Department for purchasing books for Reading Across America.



To date, Book 'Em North Carolina has raised \$34,600.00 for increasing literacy.

Shown in the picture above: Kiwanis Club of Lumberton, who gave away almost 100 books to children attending Book 'Em North Carolina. They have participated four years in a row, giving away more than 400 books.



Here's a baker's dozen of ideas to make BEA (Book Expo America) and other book shows easier and more productive: <http://sharingwithwriters.blogspot.com/2007/03/bakers-dozen-work-bea-frugal->

[way.html](#). Please leave comments with ideas of your own--and links to your book's sales page.



### **Mini Feature**

## **Refresher on *Media Announcements***



Here is a mini excerpt from the second edition of *The Frugal Book Promoter*—just in case you've forgotten how handy using a media announcement can be! If it's been a while since you reviewed a good format for media (press) releases, maybe it's time you cracked up your old copy of [The Frugal Book Promoter](#) (-:.

**Media announcements** or a different version of your release might be faxed or e-mailed a few days after that.

Media *announcements* are shorter and sometimes, to the eyes of an editor, sweeter than media *releases*. They are especially useful as follow-ups, as introductions to a planned media blitz of well-spaced releases (each touting a different angle), or to notify editors of an upcoming event.

Media announcements read like barebones invitations. They include:

- The term "Media Announcement" as a header.
- Contact information.
- A captivating headline.
- A pithy lead.
- Follow up with the place, time, date, and a resource for gleaning more information.

Media announcements are quickies. Don't put much more than what's on this list into yours.



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 will give you several options of platforms for that book so you can buy the book for your Kindle (and several other ways) or send a gift to someone else. You'll see the link to the free Kindle app--inviting anyone without a Kindle to download the app to any device they have. That app allows you to get the book and read it—whether or not you have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14Ock0W>.



### **Q&A a la Ann Landers**

# So, Just Why Should I Bother With Writing Organizations Again?



## QUESTION

Hi Carolyn,

I hope your hubby is getting better and that you are freed up from being a full time caregiver.

Thanks for posting my piece in your newsletter.

I recently paid \$100 to sign up to IBPA (Independent Book Publishers of America) and I am regretting it thus far. Am I missing something, or are all of the benefits they offer at an additional fee. It seems the only thing I get from them is their magazine. Hardly worth the price of admission. What do you use on their site, Net Galley? PR service. Do you pay to have them put your books at the book fairs?

I am curious because I have looked closely at the site and all of the member benefits are more money.

Thanks  
Name Withheld

## ANSWER

Each book and each author or publisher will benefit in different ways from IBPA, but the Net Galley is wildly popular because it helps authors send out lots of review copies on a limited budget. The media release service discount helps anyone who uses them and, on occasion, news an author wants to disseminate is so newsworthy that they should try it (and discounts are always help!)

Also, you are good at writing content and I think you should keep submitting articles to them based on what you see (or don't see!) in the magazine. They also like success stories from their members. Contact one of their regular contributors Linda Carlson and ask her what she needs. When I can contribute something positive and useful, I answer the questions Linda and others send me for the articles *they* are writing. I have also written letters to the editor which have been published. In general, to make any organization work for us, we authors need to get in there and *make* them know us.

You'll also want to check out their forum. Answer others questions and pose questions of your own. These are all important no matter what organization you join.

My husband Lance had good success with their library mailing for his *What Foreigners Need To Know About America From A To Z* (<http://amzn.to/ForeignersAmericaUS>) but he carefully chose from among the many catalogs they offer just because they *are* expensive. I think librarians were interested because immigrants are in the news right now and his book is perfect for that audience.

In general, don't let your membership go idle. Use this first year to dig in and see how much you can benefit from it. I haven't been to their conferences, but I've never been to any conference that I didn't learn something new or meet someone I need to know.

CHJ

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

**Sherry Shares Free Book Showcase**

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Anchored by podcasts, EatSleepWrite.net is a site for writers, authors, and readers of poetry and prose. The crew at EatSleepWrite.net is always looking for new voices to showcase and spotlights books and authors and promotes the craft of writing by taking submissions of short stories and essays, poetry, Book Chapters, writing lessons and blog posts about writing or publishing.

The brainchild of Adam Scull, this unique site conducts one on one and round table discussions about writing in his podcasts, and makes his guests shine. If you've never done a podcast before, don't worry, Adam makes the process painless and fun while helping you share your love for the craft as well as your own work with a whole new audience.

So how do you use EatSleepWrite.net to promote your books? Reach out to Adam via email at submissions@eatsleepwrite.net. Introduce yourself and your work. Discuss who you are and why you want to be part of a

podcast discussing writing. He'll email you back with suggestions and questions. Read the tips on how to do a podcast linked at the site to help you prepare. They're quite excellent. Adam does the interviews via Skype and edits to eliminate background noise and any lags. He posts the podcast under the heading, Voices of the Authors.

Why should you use EatSleepWrite.net? This is part of creating a brand for yourself, promoting not just your works, but who you are by introducing the world to how you think and what you sound like. All authors by writing stories seek to connect with the reader through their books. Here, the authors are seeking to connect the potential readers to the books, by deepening the connection with the reader first. Averaging 12K hits per month, there are people at EatSleepWrite.net hoping today they'll find out about you.

Bio: Sherry Antonetti is a freelance columnist, blogger and published author of *The Book of Helen*, a historical fiction about the ultimate historical fiction, Helen of Troy. She's also a stay at home mom to her ten children who uses writing as a form of therapy and an excuse not to fold laundry. You can reach her at sherryantonettiwrites@yahoo.com.

Sherry Antonetti, author.
Like me on Facebook at *The Book of Helen*
www.sherryantonettiwrites.blogspot.com
www.catholicmom.com!

Women on Writing Will Consider Your Article to Promote Your New Book

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Introduce yourself with a query letter and include an article giving other writers helpful writing advice for Women on Writing readers and submit it to marcia@wow-womenonwriting.com. You can mention your book but it can't be all about selling your book. Include an author bio with links.

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Social networking is one of the best ways to make valuable contacts and build a list of readers. Join me on Pinterest. You pin one of my book covers on one of your bulletin boards and I'll pin yours on one of mine. <http://Pinterest.com/chowardjohnson>
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Frugal Quotation: "[Authors] think the money is in selling their book. It isn't. It's in their e-mail list." ~ Joan Stewart (AKA The Publicity Hound) from her Publicity Hound newsletter.

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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

Copy Editing, Line Editing, Substantive Editing

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**Karen Cioffi is helping me celebrate the release of the second edition of *The Frugal Editor* as a paperback with this article clarifying the different terms the publishing industry uses for the different levels of editing. I do that in *The Frugal Editor*, of course, but I like the way Karen stresses the importance of editing material other than a book because that's something most authors feel they must do themselves. Editors like Karen certainly include services for these other documents and she has that extra dash of marketing knowledge required to do a good job of editing documents like query letters, cover letters, media kits, etc.**

By Karen Cioffi

If you're an author, freelance writer, content marketer, healthcare professional, or business owner, chances are you will occasionally need professional editing for:

- A book
- Webcopy
- A guest post on a 'heavy hitter' blog
- An academic or health article you will be submitting to a journal or magazine
- An essay
- A thesis

When the occasion arises, it would be a good idea to know which type of editing your manuscript needs. Hopefully, the descriptions below will give you an idea.

**Copy Editing**

This is the bare-bottom basic of mechanical editing. It covers:

- Spelling (includes checking for homonyms)
- Punctuation (periods, commas, semicolons, dashes, etc.)
- Typos
- Grammar (verb tense, numerals, etc.)

A homonym is a word that sounds just like another word, but has a different spelling and meaning. (e.g., hear/here/hair; it's/its, to/too/two). These are words that spell-check won't usually pick up.

## **Line Editing**

This is the mechanical aspect of editing. Line editing includes checking for:

- Copy Editing
- Run-on sentences
- Sentence clarity
- Overuse of adverbs and adjective
- Words used to begin sentences and paragraphs
- And, more

It also checks for certain inconsistencies, such as:

- Are the chapter titles all written the same?
- Are names, such as countries and states, treated the same?

The manuscript is checked line-by-line. This is one of the most common editing requests.

## **Substantive Editing (Content Editing)**

According to the CMS [[Chicago Manual of Style](#), 16th Edition, 2.46]:

“Substantive editing deals with the organization and presentation of content. It involves rewriting to improve style or eliminate ambiguity, reorganizing or tightening, recasting tables, and other remedial activities. (It should not be confused with developmental editing, a more drastic process; see 2.45.)”

This form of editing is in-depth. This is where the entire story is checked, line-by-line. It includes:

- Line Editing
- Rephrasing/rewriting sentences
- Rephrasing/rewriting paragraphs
- Checking for tight writing
- Check POV (point of view)
- Checking plot credibility
- Advising if particular content (sentence/paragraph/story) is appropriate for children
- Checking for clarity
- Checking for readability
- And much more

This form of editing is time consuming and can take up to four weeks.

**NOTE:** It often happens that the author doesn't realize the needs of her/his manuscript. Your editor should let you know if it would be a good idea to 'take it up a notch.' Obviously, it's the author's choice, but the editor should let you know.

The reason? What's the point of paying for line editing if the story's structure needs an overhaul.

Ask around (your writing buddies, groups, social media networks) to find a professional editor to take your piece to the next level.

#### ABOUT KAREN

Karen Cioffi is a writer (including editing and ghostwriting) and online marketing instructor. To keep up with must-know and easy-to-do writing and marketing tips and strategies, get free access to The Writing World (<http://thewritingworld>).

And, be sure to stop by Writers on the Move (<http://writersonthemove.com>) for articles from a talented and experienced group of writers and book marketers.

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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-ebook/dp/B009RBJW3E>

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**Frugal Book Promoter Quotation:** The three most important Ps for marketing books: Platform, Publicity, Public Relations. They're the parts of marketing that are free—or mostly free.

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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>.



## On Poetry

~ ~ ~ ~ ~

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).

## An Example of How to Promote Poetry

~ ~ ~ ~ ~

All you need to promote poetry is a few friends who blog. My humorist friend Lorraine Brodek is also good at spreading the word about others' books as well as her own with her blog and social networks. Here is an example: <http://www.lorrainebrodek.com/blog/crab-vs-cane-spiders-part-2/> You can see that it's a skill that can easily be learned and put to good use.



[lhbrodek@mac.com](mailto:lhbrodek@mac.com)

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

[www.Facebook.com/Lorraine.Brodek](http://www.Facebook.com/Lorraine.Brodek)

**Publishing Poetry:** There are three tricks to publishing poetry: Keep learning more, network with other poets and resources like <http://WinningWriters.com>, and keep submitting. Eventually your poem will find a home or you will learn to improve on it so it will. I haven't been doing much with my poetry because of my husband's illness. Still good news that [Cyclamen and Swords](#) has accepted two of them ("Spent" and "The Unexpected") was a cheerer-upper when I needed it most!



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).



**Tip:** David Leonhardt says, "This blogpost might be helpful for some of your SharingwithWriters subscribers—maybe as a refresher: <http://thgmwriters.com/blog/nigerian-scam-targets-writers/>



Ta Da! E-books are great tools for promotion

<http://www.bookbuzzr.com/blog/book-marketing/ta-da-e-books-are-great-tools-for-promotion/>

The Anatomy of a Free (Read that Promotional!) E-Book

<http://www.bookbuzzr.com/blog/book-marketing/the-anatomy-of-a-free-read-that-promotional-e-book/>



**Tip:** When you write a book of nonfiction, keep a log of any books or other resources you recommend and before the book’s release send those people a thank you with an offer to send them a copy of your book. If relevant, ask for an appropriate address. When the book is released, send another note asking them to network a bit for you. The process will be easier if you give them a short paragraph with links to use or even two or three preplanned tweets. Include the point that they are proud to see that their book or business was recommended within its pages! That shows them that doing so will benefit their project, too.



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 are not using them as resources. Often the blogs, newsletters, Web sites, and other entities mentioned are perfect vehicles for exposing your books to new readers. It is up to you to click or copy and paste to see which might be suitable—and for inspiration on how to make what you do a match for them.**

## Thanks to Forrest Carr . . .



. . .for the recommendation in the post on his blog that traces his path from newsroom manager to indie author at

<http://thebashfulblovigator.blogspot.com/2015/03/my-journey-as-indie-author-story-so-far.html> Forrest is a journalist, radio host, blogger, and author of *Messages*

and *A Journal of the Crazy Year*

## Thanks to Chaz DeSimone



. . . for the trip down nostalgia lane. His [latest Amperart blog](#) evoked memories of my first two great and abiding loves (you’ll see more about

that in the comments at the end of the blog). If you can share, it would be appreciated. It was his gift as part of the celebration of the release of the second edition of my [The Frugal Editor in paperback](#). Your passing it along to others will be a gift, too!

**Thanks to Jo Linsdell and PromoDay. . .**

~~~~~

...for including my [The Frugal Editor](#) in her PromoDay plans for May of 2015 and for including our partnership in this media release where you can learn more about her annual free event: [Press Release PD15.doc](#)

Thanks to Gene Cartright and AmazonList.Net. . .

~~~~~

...for adding subscription information for this newsletter with a link to the home page on his iFOGO village (AKA Amazon List) home page. He has instituted so many new perks for helping his clan I can't keep track of them. Find it here: [iFOGO Village Amazon List](#).

**Thanks to Lou Belcher of Florida Book News...**

~~~~~

How I love it when networking finds a new resource for me to share with you. In this case it's Lou Belcher of Florida Book Review who shares my media release for the new release of *The Frugal Editor* in paperback. It's at: <http://www.floridabooknews.com/2015/04/everyones-editor-in-internet-world.html>. Thank you, Lou Belcher and Valerie Allen for taking care of your fellow authors.

=====



Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring "the ampersand as fun & fabulous art"—this one for Labor Day. A new edition is released each month. Each is entirely different, creatively & professionally designed, & each is associated with the ampersand & by <http://www.amazon.com/advantage> extension, our love of writing. They come with directions for printing, framing, & making this into a freebie that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com> Chaz's posters are perfect for gifts and decorations! By now he has covered so many themes, one is sure to be

perfect for you or a friend.

=====

It's a Snap (Shot)



By Mindy Phillips Lawrence



April 2015, Japanese Fans at *A Cricket in the House*
Springfield, Missouri
Mindy Phillips Lawrence ©

Recently, I treated myself to a little digital single-lens-reflex camera that is NOT attached to my cell phone. The shot above is the one that convinced me that I needed something more than the phone camera with which this was shot. I use my new toy to roam around and gather photos for both writing and art work. I've heard of a number of writers who go out shooting to bring back pictures of people, places and activities that they need to form their characters and their stories. That's my goal. I don't have to put them in a scrapbook. I can save them on my computer in files labeled to where I know why I shot them and where. However, I think I might make an actual album of mine for easy reference.

If you have photos of a vacation, people you've met, or places that you found fascinating or interesting, making a photo journal or album might be very helpful when you start writing. Even when you visit the grocery store,

you might shoot, say, a particular brand of wine to remember what it looks like so your character can describe it later on. You never know when you will find something interesting to shoot.

Here in Springfield, Missouri we have Commercial Street, or "C" Street to those who live here. It has a number of old buildings with small shops in them and funky little eateries. It is also an area where people hang out who are not financially stable. It has a farmers' market in the spring and summer and, at times, arts and craft booths. I like to shoot there because it's always going to be interesting. Many ideas for stories crop up when I am there.

Below is a link to a book called *Legacies of Kentucky Mountain Basketball*. The author, Harold M. Kelley, started taking photos of old high school gyms over the years and realized there was nothing in those area available but basketball because of lack of funding and lack of personnel. Eventually, he gathered his shots and wrote a book about the topic. You don't have to do that with *your* shots but it's interesting when photos and stories come together that way.

If you *do* take photos of individuals to use in an article or story where the actual photo will be used, make sure to get the subject to sign a model release form.

Whether you use your camera phone or a regular camera, why not try using the shots you take for you writing. It will expand your idea base.

[Links](#)

Projects to Get you Shooting

<http://improvephotography.com/881/15-creative-photography-projects-to-get-you-shooting/>

21 Great Ideas for Creative Photos

<http://www.photographymonthly.com/Tips-and-Techniques/Inspiration/Photography-Projects-21-great-ideas-for-creative-photos>

Taking a Photo a Day

<http://content.photojojo.com/tutorials/project-365-take-a-photo-a-day/>

Photographs as Writing Prompts

<http://fictionwriting.about.com/od/writingexercises/ht/gettingideas.htm>

Legacies of Kentucky Mountain Basketball

<http://www.amazon.com/Legacies-Kentucky-Mountain-Basketball-Harold/dp/1935001752>

Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on an e-book edition of the best of her Itty Bitty columns originally published in Carolyn Howard-Johnson's SharingwithWriters newsletter. Find her at www.mplcreative.com Subscribe to the newsletter and get a free e-book on wordtrippers at <http://howtodoitfrugally.com>.



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 or more about the whole series at www.howtodoitfrugally.com/retailers_books.htm



Recommended Reading: I found a new book I can't wait to read. Hammacher and Schlemmer calls it "the history of English idiosyncrasies. <http://bit.ly/AggravationEnglish>. It should make a great gift for writerly types.



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 or more about the whole series at www.howtodoitfrugally.com/retailers_books.htm



Carolyn's Appearances and Teaching



Update! 📖 My apologies. My presentation at Judith Briles' [Author Extravaganza](#) in Denver was canceled because of my husband's illness. I will be there in Sept. of 2016, though—with bells on. It will be titled "Dare Greatly" Watch for more in this space but feel free to [register now](#) for this year. It will be wonderful! Reach Dr. Judith Briles at judith@briles.com.



Creating successful authors with practical publishing guidance.™ [The Book Shepherd](#) | [Author and Publishing Expert](#)
Author, Speaker, Consultant, Radio Show Host
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IF THE PROFESSOR ON GILLIGAN'S ISLAND CAN MAKE A RADIO OUT OF A COCONUT, WHY CAN'T HE FIX A HOLE IN A BOAT?

~Contributed by subscriber JM Sample



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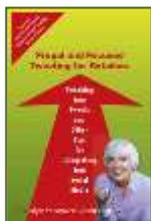


Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy
For Paperback or e-book: <http://bit.ly/Last-MinuteEditing>

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



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



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



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

Carolyn's Fiction and Creative Nonfiction

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

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

Carolyn's Poetry



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

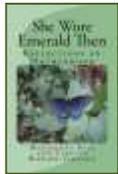


Cherished Pulse: Unconventional Love Poetry. Coauthored with Magdalena Ball

Order e-book: <http://bit.ly/CherishedPulse>

In print to be used as a greeting card or booklet

<http://bit.ly/CherishedPulse>



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

To order paperback, Kindle, or e-book:

<http://bit.ly/MothersDayKind>



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

To order as an e-book or paperback:

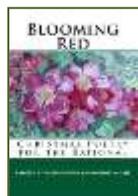
<http://bit.ly/Imagining>



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

To order as an e-book or paperback:

<http://bit.ly/DeeperPond>



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

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

To order e-book or paperback:

<http://bit.ly/BloomingRed>

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

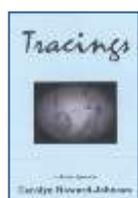


Sublime Planet, a full book of poetry celebrating Earth Day. Coauthored with Magdalena Ball.

Photography by Ann Howley. Proceeds go to the World Wildlife Fund.

To order paperback or e-book:

<http://bit.ly/SublimePlanet>



Tracings, a chapbook of poetry (Finishing Line Press)

<http://bit.ly/CarolynsTracings>

Contact Information

Websites

<http://HowToDoItFrugally.com>

For special help for fiction writers

<http://www.fictionmarketing.com>

Blogs:

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

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

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

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

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

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

Tweeting at:

<http://twitter.com/frugalbookpromo>

<http://twitter.com/frugalretailing>