

"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

August 18, 2014

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.

~~~~~

## Contents

### Regular Features

- ~Note from Carolyn: **Product placement in your videos**
- ~Letters-to-the-Editor
- ~Thank You's (where you also find leads and great resources!)
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: **Where it All Came From**
- ~Carolyn's Appearances and Teaching

~Wordstuff™ Fun with puns, metaphor, and other creative use of words.

## This Issue Only

~Guest Feature: **Using Chapbooks for Charity? Nikola Vukoja**

~Q&A a la Ann Landers: **Paid Reviews and Foreword Magazine**

## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

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

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

~~~~~

Note from Carolyn

Dear Subscribers:

Memories lead to memories lead to, yeah, something I'd like to remind you about. In this case, I was answering questions for an online interview to promote the Southern Utah Book Expo and I mentioned my high school newspaper and yearbook and recalled that getting sponsorship ads for those things was as vital to their being as the photos, writing, and layout of those parts of high school life we all value.

That reminded me that authors can do the same kind of thing with their Web sites, their marketing materials and, yes, even their books. I am a sometimes actor and occasionally I notice how carefully a director will place a picture on a wall or a can of Coke on the table in the shot he's taking. That's placement advertising and we—as consumers of both the Coke and the ad itself—hardly notice. It's subliminal. It's natural to see them there. And besides, this country lauds capitalism and monetary independence. In fact, many metaphorically wave the flags of commerce in our politics (though some suddenly become shy about doing so for their own books!)

Just as I'm thinking about that, I ran across a related article in the business section of the *LA Times*. Of course! It's about product placement in videos

and how it's growing. And how it's making some smart video companies and producers some really big dollars. Why am I not surprised? Here's why. The *Love Boat*, the TV series from several decades ago, was one giant product placement sitcom! This kind of marketing is not new—nor is it unacceptable.

For any author to do it and make large quantities of money requires an audience (we authors call it a platform). But it can be done on a small scale—perhaps out of the goodness of your heart or perhaps in trade with other authors who are out there making videos and otherwise promoting and building their platforms like crazy.

The video entrepreneurs in that article remind others that audience is "more important than any brand deal." They say that if they love a product it feels good to do something with it commercially.

Some advice for successful product inclusion:

1. Don't interrupt the story (the arc or thread) with an "unrelated product message." I'd extend that and say at its best it should never feel like an interruption at all.
2. A product or its logo might work best if it doesn't appear until half way through the video. If you should decide to use an actual ad, put it at the end of the video (or end of a book) because if a person has hung in long enough to see that final frame, they probably will be more open to a product than if it's flashed up front where it might discourage a person from watching at all.
3. Try a title card. Entrepreneurs McLaughlin and Link Neal use product placement well into their cat video and then a brand name "title card" at the end. I'm thinking even the title card could add something more than just an ad. Perhaps it could look like a cross-stitched "Kitty Snoozing" sign hanging from a doorknob. It could be designed with Friskies colors, a logo, and little kitty-food-can tassels hanging from the corners. The question now is, what would the title card on your video look like—beyond just your bookcover image and a Web site address.

In past articles for this newsletter, I've also mentioned that when the ad is both pertinent to the story being told and also offers something special—something that will help with a career, project, or pocketbook—that can only make it more satisfying for everyone.

So what are the guidelines for success—whether it is a paid-for project, a bartered one, or the goodness of your heart?

1. Passion
2. Appropriateness
3. Perceived Benefit
4. A Promotion Partner so you can share both real expenses and the time it takes to promote it.

On that latter point, one of my subscribers, Reno Lovison, once made a slide-show video for me without even asking. He sent it to me as a gift with suggestions of how I might promote it. It was an interesting turn around because his own promotional materials and video business were the product placements within the ad he made for me. Talk about partnerships! His Web site is <http://authorsbroadcast.com/> and if you look at the books on his Web site, you'll also see the cover of one of my retail books for which he made a more traditional sales video several years ago (and which I still use in multiple spots on my Web site).

If you'd like to read more check the *LA Times* story by Madeline O'Leary, Tuesday, July 29, Business Section (B3).

Happy Writing, Editing, and Promoting,
Carolyn

=====

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>.

=====

Accessible Contests

~~~~~

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

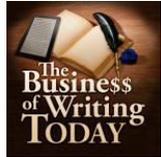
=====

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.



**Tip:** I'm always looking for resources where I can learn more and have my belief in hands-on marketing reaffirmed. I'm letting you know about a brand new discovery of mine. She is Peggy DeKay and does a series of podcasts which she posts on her Web site at <http://tbowt.com>. Click on "podcasts." You can also hear them on [www.iTunes.Com](http://www.iTunes.com). Here is a link to one favorite interview she did with Mark Wayne Adams, a children's book illustrator and author in Florida: <http://www.thebusinessofwritingtoday.com/tbowt-037-an-interview-with-mark-wayne-adams-an-award-winning-author-illustrator-publisher-promoter-and-speaker> I know you'll want to reach out, send a query, and support this woman who wants you to know more about *The Business of Writing*. Find her at <http://tbowt.com>, <http://peggydekey.com>, and <http://facebook.com/peggydekey>



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).



**Editing Tip:** If you would like a more [extensive take on the passive voice](#) than I give in my [The Frugal Editor](#), go to: [http://news.nationalpost.com/2014/08/08/alison-redford-the-latest-politician-to-use-the-passive-voice-in-a-lukewarm-apology/?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+NP\\_Top\\_Stories+\(National+Post+-+Top+Stories](http://news.nationalpost.com/2014/08/08/alison-redford-the-latest-politician-to-use-the-passive-voice-in-a-lukewarm-apology/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+NP_Top_Stories+(National+Post+-+Top+Stories) I love some of the history it gives of the passive. I believe that we wouldn't have passive voice if it weren't useful. The drug companies love it! The trick is in using it to our advantage when we use it and axing it from our copy when it isn't to our advantage. I explain all of that in [The Frugal Editor](#).



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](mailto:HoJoNews@aol.com) or go to [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com) for an auto subscribe box. Let me know you

did it so I can do something similar for you on my Resources for Readers page at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

=====  
**Tip:** Deltina Hay, board chair at Independent Book Publishers of America, suggests Slideshare.com to help with the discoverability of your book. The little-used site is owned by LinkedIn. She says, "It lets you embed clickable links and YouTube videos in presentations, embed your presentations into blog posts and Web sites, and puts them directly into your LinkedIn profile."

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

=====  
**Grammar Tip:** You probably heard this song about grammar in Weird Al's number one album right now. Can you find information in it that isn't quite accurate?  
<https://m.youtube.com/watch?v=8Gv0H-vPoDc> ~Submitted by Valerie Melville

=====  
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>.

=====  
**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.

## Jaclyn Bartz's Book Retires the Tooth Fairy

~~~~~  
[The Retired Tooth Fairy](#), a debut children's book by [Jaclyn M. Bartz](#), was released by Amazon on July 5th. Like her tooth fairy character, Jaclyn is also tooth fairy of sorts--a former dental hygiene student from the College of DuPage in Glen Ellyn, IL. She aspired to be a dentist specializing in Geriatric Dentistry. As she was about to complete the first step of her goal, Jaclyn went through a tragic event which forced her to leave the profession she loved dearly. But amid her sadness, destiny called to her in the form of a child's voice.

When her oldest daughter lost another tooth, she was asked one simple question: *What happens when you or Daddy loses a tooth?* This was the moment that Jaclyn, a recently retired tooth fairy, found her calling. As a lifelong writer and artist, Jaclyn realized how to join all of her passions. She spent the next years breathing life into her character.

[The Retired Tooth Fairy](#) follows the misadventures of an unlikely tooth fairy. Conveniently named Beatrice, which means traveler, this tooth fairy collects the easy-to-find grown-up teeth. But Bea finds out these teeth are not so easy to collect. With the magic of her Youthful Dust running out and the loss of her magic pack, Bea must risk being caught by humans. Will she make it home or will she be captured?

[Jaclyn M. Bartz](#) has written, illustrated, and designed her debut children's book. [The Retired Tooth Fairy](#) is available on Amazon in both Print and Kindle form. [The Official Book Trailer](#) can be found on YouTube.

Joy V. Smith Publishes *Strike Three*

~~~~~  
*Strike Three* by Joy V. Smith is a post-apocalyptic novel published by [Wolfsinger Publications](#).

When the devastating "hot virus" is used in WWII, missiles fired in retaliation give new meaning to "scorched earth." Can a new world move beyond the losses, mistakes, and regrets? Find the print and e-book editions of *Strike Three* at [Amazon](#).

Joy V. Smith favorite genres are science fiction and nonfiction. Her short stories have been published in print magazines, webzines, anthologies,

and two audiobooks, including *Sugar Time*. Her books include two collections of her published short stories: *The Doorway and Other Stories* and *Aliens, Animals, and Adventure*.

### **Lois P. Jones Gets Published by Top Literary Journal**

~~~~~

Lois says, "I rarely share my joys these days in e-mail but I'm grateful for two recent poetic happenings in my life. One is an interview about Poets Café [the poetry show she hosts for KPFK], my first. I wish I could have spoken about all my guests and hope to do more of these and speak to each person I've had the honor of interviewing over time.

<http://www.poetsquarterly.com/2014/07/break-on-through-to-other-side.html?m=1>

The next, is an important poem of mine published in the latest issue of *Tupelo Quarterly*. I wrote this poem after reading the work of Johannes Bobrowski, a German soldier and poet who witnessed the horrors of the SS on the Russian front.

<http://www.tupeloquarterly.com/reading-shadowlands-to-a-friend-at-the-sepulveda-dam-by-lois-p-jones/>

If you have a moment, if you've ever enjoyed an interview, or been interviewed and would like to comment in the [Poets Quarterly](#) article, I know the interviewer, Millicent Arcardi Borges would be grateful.

Mary Jean Kelso Published Alamo Soldier's History...

~~~~~

Kelso says, "My daughter and I recently published a book on the genealogy of my great-great grandfather, Gordon C. Jennings, who was killed at the Alamo. My great grandfather, Samuel, was one of the first Mounted Texas Rangers.

"The book not only contains the genealogy but family information and many images of tintypes that I inherited.

"Both sides of my family were Texas pioneers. My great-great grandmother, Catherine, sent my great-aunt Katie to warn the settlers that Santa Ana was sending his troops to kill them.

A Visual History Record of Alamo Defender Gordon Cartwright Jennings' Family has a page on Facebook where people can order the book direct through PayPal. Or it can be ordered from my Web site --

<http://maryjeankelsoauthor.wix.com/mjkel>."



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.



**E-Book Publishing Tip:** Amazon just announced that they have instituted a pre-order program to help you promote the launch of your e-book on Amazon just as the big publishers do for their hardcovers and their paperbacks. Learn more about the program on [Amazon's page](#) and more about setting your launch date ahead in [The Frugal Book Promoter](#). You'll learn how this tactic helps you take advantage of both pre-order time and also allows you to apply for reviews with big review journals like *Publishers Weekly* that require up to 16 weeks of pre-pub notice for your book to qualify for a review. There is still more on that process at this page in the Writers Resources section of my HowToDoItFrugally Web site: [http://howtodoitfrugally.com/reviews\\_and\\_review\\_journals.htm](http://howtodoitfrugally.com/reviews_and_review_journals.htm).



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



**Tip:** I just registered three hashtags that I use for my Twitter promotions at Twubs.com. The idea may sound insignificant but you get a page of your own where you can describe your book, include a cover or headshot, etc. If you want a test run, check out the three I just registered:

<http://twubs.com/TheFrugalEditor/>

<http://twubs.com/TheFrugalBookPromoter/>

<http://twubs.com/MovieReviews/info> (where I do mini reviews that often point out writing-related techniques).

While you're at Twubs, like, tweet, and find other tweeters who cover similar topics.

=====  
**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://budurl.com/BookProposals>  
=====

Opportunities

**Book Fair for Children's Authors . . .**

~~~~~

Those of you who have read *The Frugal Book Promoter* know that I believe in book fairs as a way to promote your book only when authors use a certain set of tried-and-true approaches to using them—one of them being that you attend yourself and promote your appearance. You'll find other ways to make an appearance successful in that book. Another is that smaller fairs often work better for authors than the huge ones. Here's one of those midsize to smaller ones:

The Greater Los Angeles Writers Society

has a terrific venues for you to promote your platform as an author, and sell books!

To support our membership, we rent booths at events that attract thousands of book buyers in a single day.

GLAWS will have time slots where you will be able to promote yourself, sell, and autograph both published and/or self-published books
(Follow the link below for details before applying).

And GLAWS members get first priority.

These events fill up fast every year, *so apply for space today!*

**Orange County Children's Book Fair
Sunday, September 28, 2014**

Details here: <http://www.glaws.org/occbf/cfa.html>

Apply here: http://www.glaws.org/occbf/author_event-application.html
<http://www.glaws.org>

Free Amazon Guidance Booklet . . .

~~~~~

Paula Krapf of A Marketing Expert says, "Sell More Books on Amazon with our Amazon Optimization Checklist - free!

Our easy-to-use infographic checklist tells you exactly what you need to be doing on Amazon RIGHT NOW to maximize visibility, searchability, and sales!

Sign up for our continuing newsletter and this booklet today:  
<http://bit.ly/amazon-checklist> "

## IFOGO Village and Amazon List Membership

~~~~~

Amazon has a new feature called Amazon List Network that my friend Gene Cartwright at iFOGO Village is utilizing. This page AmazonList.net/about pretty much covers the critical points but what Gene likes is the close association with millions of authors and nearly 40,000,000 titles, perhaps more, on Amazon alone.



Gene says, "The goal of Amazon List is to break down the wall that exists between the author and their buyers whose identities are closely held by the bookseller. Amazon List Author-Buyer network is a community where buyer and seller directly connect." On the Amazon List Network, the "Welcome Page" is quite detailed. It also has items with bullet points. Here's the link:

[Welcome to AmazonList Author-Buyer Network.](http://AmazonList.net/about) "

Members of iFOGo will *not* have to transfer any items from iFOGO Village to the Amazon List Network. To subscribe simply go to **amazonlist.net/subscribe**. ALN is a subscription network (.79 cents/month).

This network is new to me so I'll pass information including benefits along to you as I learn them.

=====

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>

=====

TIP: I am re-editing and formatting [The Frugal Editor](#) for a paper edition and ran across this I thought I'd share with you now: It is both polite and smart marketing to invite members of the media to be part of your event plans in the cover letter for your media release or kit. You might even send them individual invitations by real post—you know, real paper, postage, the works.

=====

Frugal. Free is always frugal. It's my Resources for Writers pages at <http://bit.ly/CCarolynsResources4Writers>. Browse for tips on every page, read how-to articles, and get lists and other resources you really cannot do without!

=====

Tip: To get more reader reviews (and maybe others, too), put a suggestion to do so in the backmatter of your book. R. J. Adams, author and book marketer says, "If someone makes it to the back of the book, chances are they liked it. So you might as well take advantage of this opportunity to reach people who probably liked your book."

=====

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>.

=====

In the News: The *LA Times* reports that Amazon.com has a new feature based on Scribd's subscription model. For \$9.99 a month "Kindle Unlimited" allows those who sign up to choose an unlimited supply of books including some well-known ones like *Water for Elephants*—a full 600,000 choices (many from smaller publishers) as well as thousands of audio books. There are more details on this program and how it affects authors on my blog at:

<http://sharingwithwriters.blogspot.com/2014/07/breaking-news-for-publishers-and-authors.html>

=====

Subscribers who have websites or newsletters of their own may be interested in the free Articles 4 Readers and Writers on my site, http://howtodoitfrugally.com/free_content.htm . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just send me an e-mail at HoJoNews@aol.com.

=====

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).

**Tip for Poets and Literary Writers:**

~~~~~

Subscribe to @winningwriters free newsletter and get instant access to The Best Free Literary Contests <http://winningwriters.com/free>

A Little Brassy Poet Story . . . or Two

~~~~~

Sometimes poets must be brassier marketers than other writers. When I was in Catalonia at a festival, I saw a poet grab the mic from an announcer and recite a poem from memory. I was later told that it was his way of adding to the festivities—a huge display of creative floral arrangements.

Then the *LA Times* reported the LA poet and poetry teacher Lee Mallory had begun a new gig in Las Vegas at a lounge just off the strip called Ichabod's. Poet Carrie Piela, one of his former students wasn't surprised at the news. She said Mallory's teaching style was unorthodox, too, but that "if he could get such a kick out of shocking us [in class], we could be more brave to push our own personal envelopes." And, by the way, Mallory learned much of what he knows at the knee of the famous Charles Bukowski. Poetry is, after all, a performance art.

**Sharing Poetry and Publication Resources**

~~~~~

My poem, "The Vintage Corvette and Its Man," was chosen for publication by *Cyclamen and Swords*--an online poetry journal published three times a year. I hope you'll go by and read it. That poem sort of got lost in my files for a while, but now it's b-a-a-ck!

http://www.cyclamensandswords.com/poetry_aug_2014_2.php

=====

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 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.

=====

Guest Feature

Using Chapbooks for Charity?

~~~~~

By **Nikola Vukoja**

I'm not sure if it's a "tip" but I've been using a poetry chapbook as part of my advocacy for AnimalsAsia for quite some time.

I got to know the Founder of AnimalsAsia (a woman in Western Australia) and through her, several of the people involved in raising funds and awareness. I pitched the idea of writing a chapbook of poetry, sonnets, and short stories with the profits going to AnimalsAsia and they liked the concept.

I already had some 20+ poems to choose from, plus several short stories. From that, I developed the draft, which included two pages on the work AnimalsAsia does, and sent it to them. They liked it so much that they authorized me to use their logos and their name in any marketing/promotion I wanted to.

You can see the chapbook in the links below, I created two different covers, one for Amazon and one for Smashwords so as to be able to tell where sales might come from

*Nikola Vukoja*

Goodreads: [http://www.goodreads.com/author/show/8330140.Nikola\\_Vukoja](http://www.goodreads.com/author/show/8330140.Nikola_Vukoja)

Amazon: <https://www.amazon.com/author/nikolavukoja>

Twitter: [https://twitter.com/Nik\\_Vukoja](https://twitter.com/Nik_Vukoja)

Blog: <http://nikvukoja.wordpress.com/>

Host/Administrator for #NestPitch Blog: <http://nestpitch.wordpress.com/>

=====

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/>

=====

**Quote:** Amazon sent me a letter about the brouhaha surround their disagreement with the publisher Hachette. I am reprinting this quote from that letter because I think it's a concept many authors miss:

"...e-books pricing is highly elastic. This means that when the price goes down, customers buy much more. We've quantified the price elasticity of e-books from repeated measurements across many titles. For every copy an e-book would sell at \$14.99, it would sell 1.74 copies if priced at \$9.99. So, for example, if customers would buy 100,000 copies of a particular e-book at \$14.99, then customers would buy 174,000 copies of that same e-book at \$9.99. Total revenue at \$14.99 would be \$1,499,000. Total revenue at \$9.99 is \$1,738,000. The important thing to note here is that the lower price is good for all parties involved: the customer is paying 33% less and the author is getting a royalty check 16% larger and being read by an audience that's 74% larger. The pie is simply bigger."

=====

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.budurl.com/FrugalBkPromo](http://www.budurl.com/FrugalBkPromo)

=====

---

**Q&A a la Ann Landers**

**Paid Reviews and Foreword Magazine**

~~~~~

QUESTION: *Foreword* magazine has a program in which authors pay for reviews and I know you aren't keen on that. I also found several pages for them and want to make sure I get the reputable one, if there is such a thing.

Your Faithful Reader
Forrest Carr
Journalist/Host
PowerTalk 1210
"The Power to Think for Yourself"
505 235 5094

ANSWER.

Foreword magazine was founded with the idea of giving indie authors a fair shake, and you're right. Subscribers of *SharingwithWriters* probably know I'm not much for the paid review path. Still few reputable review places offer paid reviews and many more reputable ones are joining in. Please go to your *Frugal Book Promoter* to reread my take on paid reviews.

Though *Foreword* offers paid reviews, I would still try for an unpaid review, if it isn't too late. [Many of the major review journals require a very long lead time before a book's release]. You might also want to check info on my Web site on reviews:
http://howtodoitfrugally.com/reviews_and_review_journals.htm This is the

Foreword magazine's subscription page:
<https://www.forewordreviews.com/subscriptions/print/>

=====

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

=====

Thank Yous

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 Tony Tondaro and Debra Eckerling

~~~~~



. . . for their support at the West Coast Writers Conference. As they say, "with a little help from your friends!" You can find over 500 photos on Facebook here that tell the story of how important a learning experience like this can be for authors:

<https://www.facebook.com/media/set/?set=oa.684732578267898&type=1>

Watch for the Annual Digital Author and Indie/Self Publishing Conference. More ways to invest in your career through learning:  
<http://www.wcwriters.com/dasp>

## Thanks to Dr. Bob Rich . . .

~~~~~

. . . for his review (unrequested) of *Great First Impression Book Proposals* on Amazon. I'm giving you his Amazon profile page so you can see how he uses reviews to help others and market his own editing business:
http://www.amazon.com/gp/pdp/profile/AS4XW6O9VMV7T/ref=cm_cr_pr_pdp



Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring “the ampersand as fun & fabulous art”—this one for Labor Day. A new edition is released each month. Each is entirely different, creatively & professionally designed, & each is associated with the ampersand & by extension, our love of writing. They come with directions for printing, framing, & making this into a freebie that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com> Perfect for 4th gifts and decorations! He has three others with patriotic themes.

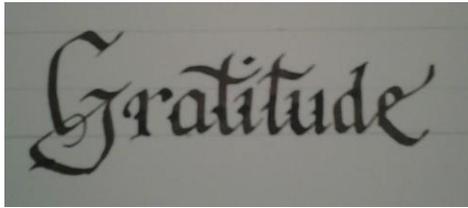


[An Itty-Bitty Column on Writing](#)

Where it All Came From



By Mindy Phillips Lawrence



August 2014: 2.4mm Pilot Parallel Pen on Artist Loft sketch paper
Mindy Phillips Lawrence

When you sit at your keyboard and play with letters, do you ever think of where they came from? What is the history of those squiggles and circles which form words? They are different for Asian and Cyrillic writing and pretty much the same for anything coming from a Latin point of view. Isn't that interesting?

If you are both a writer and a calligrapher as I am, even the formation of the letters into families is interesting. The "Gratitude" above is a variation on an Old English script I am learning from the work of Thomas Brunton in California. His work is much better, and much more lively, but it gives me food for thought and for practice.

The words and phrases you write in your books and poetry are fodder for calligraphy. If you don't do this work yourself, you might want to team up with someone who does and highlight a quote or two from your writing

work. It might make someone want to take a peek at your book that normally wouldn't read the type work you write.

Be an investigator. Search out the history of words and artists who make them stand out. Use this knowledge to support the promotion of your work.

LINKS

Loredana Zega: <http://www.kaligrafija.org/>

Denis Brown: <http://www.quillskill.com/>

Thomas Brunton (Uvulus): <http://www.enjoygram.com/uvulus>

Sheila Waters: <http://www.patricialovett.com/sheila-waters-at-eighty-a-retrospective/>

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 column. Find her at www.mplcreative.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.budurl.com/RetailersGuide or more about the whole series at www.howtodoitfrugally.com/retailers_books.htm

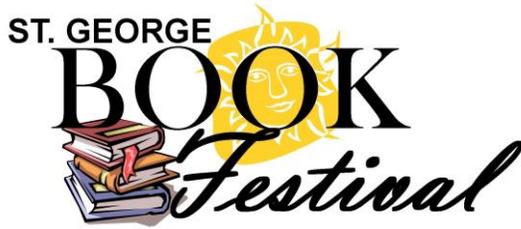
=====

Carolyn's Appearances and Teaching

~ ~ ~ ~ ~

NEW!  Carolyn Howard-Johnson shared her experience as a Writing Mama with a warning for writing mamas of this generation. Listen to VS Grenier's BlogTalkRadio show [8/18/2014 at 1 pm Pacific](#), but if you miss it you can listen in after August 29 at: <http://thewritingmama.blogspot.com/2014/08/interview-friday-with-carolyn-howard.html>

NEW! 📖 Carolyn Howard-Johnson will be a speaker at a one-day writing workshop and at the Southern Utah Book Expo in St. George, Utah, on October 25, 2014. Updates to come. Learn more at



<http://stgeorgebookfestival.org>

Supported by Utah Humanities Council.



Utah
Humanities
Council

Expanding minds—one story at a time



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

Watch this space for more information.

The conference is at Los Angeles Valley College, 5800 Fulton Ave, Van Nuys CA 91401, (between Burbank and Oxnard Avenues). Register and get maps and directions at

<http://www.wcwriters.com/maps/index.html>

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

📖 I will be a panelist at 7 pm on Monday, September 17 for one of the Publishers Association of Los Angeles (PALA) (<http://meetup.com/Publishers-Association-of-los-Angeles>) biggest events of the year. The topic will be "This Business of Books." Panelists will offer their 5 top tips for publishers, and then the audience will ask questions that they have about publishing. Like: "How do you file your copyright?" and "How far in advance should your pub date be?" It will be in the Rotunda Room at the Vets Memorial Building, 41117 Overland Ave. in Culver City with free parking. It is free for members and \$15 for nonmembers. Dan Poynter, our third speaker, can also do Wednesday, September 17th.

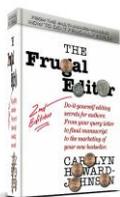
newsletter, and the individual contributors with anything you snip and paste.

Ordering Information

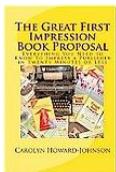
The HowToDoItFrugally Series for Writers



Frugal Book Promoter: How to Do What Your Publisher Won't
Order paperback or e-book:
<http://bit.ly/FrugalBookPromo>



The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success
Order for e-book or as paperback:
<http://bit.ly/FrugalEditorKind>
Coming soon: An updated e-book version with a new cover by Chaz DeSimone. Do you like it?

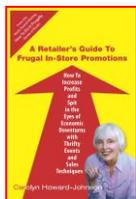


The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 20 Minutes or Less
Order for paperback or e-book:
<http://bit.ly/BookProposals>

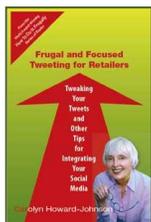


Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy
For Paperback or e-book: <http://bit.ly/Last-MinuteEditing>

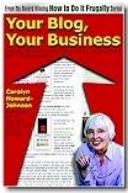
The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)



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: <http://bit.ly/ThisIsThePlace>

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

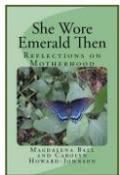
Carolyn's Poetry



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



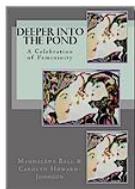
Cherished Pulse: Unconventional Love Poetry. Coauthored with Magdalena Ball
Order e-book: <http://bit.ly/CherishedPulse>
In print to be used as a greeting card or booklet
<http://bit.ly/CherishedPulse>



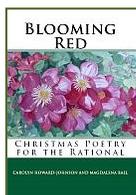
She Wore Emerald Then: Reflections on Motherhood, a chapbook of poetry. Coauthored with Magdalena Ball.
To order paperback, Kindle, or e-book:
<http://bit.ly/MothersDayKind>



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.

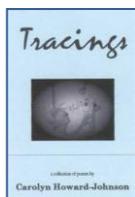
Sublime Planet, a full book of poetry celebrating Earth Day.



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>, allthings 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>