

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

Find back issues at http://HowToDoItFrugally.com/newsletter_copies.htm

December, 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 #SharingwithWriters Subscribers

In the spirit of the advice I give in [The Frugal Editor](#)—to use an extra pair of eyes whenever possible—this newsletter is voluntarily copyedited by Mindy Phillips Lawrence. Reach her at mplcreative@yahoo.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 filled with information you can use.

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

This newsletter is powered by AuthorsDen.com.

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### This Issue Only

- ~**Case Study: Getting Professionalism Wrong or The Gorgeous Book That Got Ignored**
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“free” and on-your-own “free.”

In the meantime you can see what my take on “free” has always been in [The Frugal Book Promoter](#) in paper or as an e-book. Even read a case study on one of my first free ventures that was also one of my most successful—a cross-promotional e-cookbook with recipes in it that were inspired by the authors’ books (or vice versa). It lasted for years and I would like to resuscitate it in 2016.

**PPS:** If you don’t know the real difference between the new world of book sales and the old one--or can’t immediately verbalize it--you may be missing the best ways to assure the success of your book (or, worse, be spending an inordinate amount of time on old models like bookstores and reviewers). Scroll down to get the take of someone who has been a consultant to the publishing industry for four decades. It’s in one of this issue’s TIPS.

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

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**Letters to the Editor**

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I took your UCLA class a number of years ago when I was toying with novel writing. I reverted to screenplay writing, but found myself remembering your marketing principles.

I picked this screenplay subject because I knew it was newsworthy and made a specific plan for publicizing it before I wrote it. (I basically cyber-stalked editors of a number of publications, figuring out who and how to send email pitches.)

I landed a front page article in the *L.A. Times*, top of the page, three columns wide with a cold email pitch of the first screenplay I ever wrote. (<http://graphics.latimes.com/finding-marlowe/>)

Biggest revelation I took away from your class was not just how to market a project...but to start a project with an honest evaluation of whether your core subject is special and unique enough to be strongly marketable.

Louise Ransil

P.S. Thank you.

What I learned in your class was valuable for first-time writers (in all media fields). Other classes promote the "just write what you feel" directive...and while you should be passionate about your subject, you should begin by putting your project thru the test: Can you express your core subject in a logline intriguing and unique enough to motivate even the most hardened editor/agent to read your project?

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

Tip: In an article for IBPA's (Independent Book Publishers Association), Brooke Warner says one of the biggest mistakes self-published authors make is "not understanding the industry." She gets to the root of it: When we don't understand retailing, as an example, we can't understand bookstores' needs. We may even set discount terms in ways that discourage sales. The only helps for these kinds of lapses are to join, network, and read voraciously from those with credentials. The Net often doesn't cut it. Warner is publisher of She Writes Press.

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If you need a speaker or panelist at your authors group, I'd love to be there. I believe authors are made a little like teachers; we love to share. Learn more about my speaking (and acting) at http://howtodoitfrugally.com/speaking_&_judging1.htm.

Accessible Contests

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I generally don't recommend contests that I haven't either entered or had some success with and that doesn't necessarily mean winning. The benefit could be a win, place, show, finalist. Or it could be a opportunity for an impartial critique or a networking opportunity. But all the ones I recommend don't discriminate against self-published!

Amazon is running a new contest for new poets. It's free to enter and the Dec. 15 deadline is probably out of the question for you to assemble a whole manuscript for a book of poetry this year, but you may want to put it on your radar for next year.

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I love grammar guru June Casagrande's new book [\*The best punctuation book. Period.\*](http://bit.ly/PunctuationBook) because it covers a little about style choices, too. I also like it because it

covers some things rarely addressed like slashes and backslashes we're seeing more of these days and single quotation marks (which are often misused). It makes a fine companion to my [The Frugal Editor](#) that tackles punctuation along with formatting, the editing process, choosing a great editor, and even formatting directions for uploading an e- book to Kindle found in the Appendix.



### [A Lesson Learned from a Booboo](#)

## **Getting Professionalism Wrong or The Gorgeous Books That Go Ignored**



A long time ago, as time is measured in the publishing world, I received a beautiful hardcover book in the mail with a slick, arresting dust cover. Everything about it yelled “professionally published!” right down to the fact that it was written by the president of a well respected company. The trouble was, I hadn’t requested it, there was no personal note, and the letterhead on an enclosed sellsheet didn’t give me an e-mail address. I used the phone number supplied. A pleasant woman couldn’t answer my questions, took my number and I never heard back from either her or the author. I promptly forgot about it. Then I received a note from one of my SharingwithWriters newsletter subscribers who edited the book asking if I had received it. I told her I hadn’t so she had the PR agency handling the book send me another.

Horrors. I now had two copies of the book. I wanted to bury my head in the sand but instead I thought I’d admit my mistake like any good professional and maybe help the author in the process. Here is my apology and the letter I hope gave her the information she needed to help him:

Dear [Subscriber],

I apology for my part in a minor marketing fiasco. It is a story we can learn from—a minor disaster that could be a major one if it is repeated many times. A minor disaster caused by an omission of contact information and a failure to follow up on contacts. I hope we can both learn from this experience.

I received the second book you had your PR person send. When I saw it, I remembered that I did get the earlier copy. There was a letter in it both times, but it didn't mention you or the conversation we had. Though it is a beautiful book, I get about two or three unrequested and unexpected books a week and assumed it was one of those. Still, I take pains to try to contact people who send books to me as a matter of courtesy. When there was no answer in a couple days, I did everything I could as outlined above. I finally wrote off the whole experience as an impossible mess.

I don't know what contact/relationship you have with the company who promotes this book or with the author, but as professional as everything looks from the book to the letterhead, there are still some gaps in this approach to marketing this book. I suspect the author cares enough about having his book read to pay a small fortune to get the word out there. I also suspect he is a busy businessman depending on other professionals to do what needs to be done to get it read.

And this is exactly why I wrote [The Frugal Book Promoter](#). That is, I want authors to be very clear that no matter who publishes their books, does their publicity, their marketing...well, the more authors know and the more hands-on the process can be, the better it works.

I hope you'll pass this long to that author if you are in a position to do so. The author is lucky to

have you on his side His book does seem to be full of information that will help many. It is a book that is professionally edited and produced and would therefore make a handsome gift. Still, I can't help—make that don't have time to help--anyone who has chosen a publishing path so different from what works. We must all make it as easy as possible on the media and other gatekeepers to give them the exposure they need to sell books. I only hope I am an isolated case. For his sake and the sake of his prospective audience.

I hope you can see I wouldn't have taken the time to write you this treatise if I didn't care. I am certain *you* care!

Very best,

Carolyn

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

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**Did You Know:** Digital or POD publishing is generally cost-efficient only if you are publishing from one to 500 copies in a single batch. After that, investigate the old-fashioned offset printers. Find several digital printer recommendations in the Writers' Resource section of my Web site, specifically [http://howtodoitfrugally.com/writer\\_services.htm#digital\\_printers](http://howtodoitfrugally.com/writer_services.htm#digital_printers)

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

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Mini Feature

**Writing Pitches (and About Everything Else) That Influence**

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I read and reread [*The Small Big: Small changes that spark big influence*](#) by Steve J. Martin, Noah J. Goldstein, and Robert B. Cialdini. It's not that it tells me anything new about marketing, writing copy, or putting together great pitches. It's that it inspires me anew, and reminds me of what a tough job those tasks are and how so many other disciplines are involved including two of my favorites--Words Matter and Psychology--and, yes, capital letters because they are so important.

For instance, here's a quote that beautifully distills the six principles of marketing for any field you are in:

- “. . . *reciprocity* (people feel obligated to return favors performed for

them),

- *authority* (people look to experts to show them the way), *scarcity* (the less available the resource, the more people want it),
- *liking* (the more that people like others, the more they want to say yes to them),
- *consistency* (people want to act consistently with their commitments and values),
- and *social proof* (people look to what other do in order to guide their own behavior)."

This book includes studies that show people in any industry (including my favorites, those associated with writing of any kind) how to frame what they have to say right down to what to put first, what to stress, and words to choose that influence people in different ways.

This is a book you'll want to read—and reread—as I do. Reread? Well, it is so jam packed you'll need to go back to it time again to absorb it all and keep utilizing what it teaches you in everything from your blogging, to your query letters, to writing your synopses. Here's the link again—in bright red so you you'll have not trouble finding it and using it:

<http://bit.ly/InfluenceTactics>

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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 for you in a Resources for Readers section of my Web site.

www.howtodoitfrugally.com.

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Quote: It's important to keep learning editing tidbits your English teachers never told you. My fave editing guru June Casagrande says, "'Historic' and 'historical,' as you've probably noted, carry different connotations. "'Historic' has a grandiose quality, as if it means 'momentous' or 'significant' or 'huge.'" "'Historical,' on the other hand, conveys an idea of history in its most basic sense. You can see what I mean in a sentence like 'on this historic occasion, we cite the historical record.'" Check out her [Grammar Snobs Are Great Big Meanies \(Penguin\)](#).

TIP: In working with a client recently, I advised her to intersperse her extra (and indispensable!) blurbs and endorsements throughout her media kit, perhaps in a frame to set them apart. They can act as filler between sections, too. Then I noticed that *National Geographic* and a couple of the other magazine I use regularly use this idea or similar ones to highlight or set apart important points they want to make. In fact, shoutouts that appear in most magazines are a version of that idea. I think I have a favorite new quote: "Steal ideas from others as you read."

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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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Quote: "A publisher's choice of print technology for a given book . . . says nothing about the merits of that book, and the industry needs to stop propagating the myth that it does." ~ Brook Warner, IBPA (Independent Book Publishers of America board member

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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. Most new writers are 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 Editor*, too

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Author Successes

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

Longtime SWW Subscriber Wins Parents' Choice Gold

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South Florida children's author, [Parents' Choice Gold Award](#) winning poet, storyteller, recording artist, and musical performer Darrell House has added another feather to the jaunty hat he wears when reading to kids.

In October, the [Florida Writer's Association](#) held their 14<sup>th</sup> Annual Author's Conference culminating in their tribute to the best writing in the state, The [Royal Palm Literary Awards](#). Out of nearly four hundred total entries, House's new early reader chapter book, *Bennie & Bonnie*, earned third place honors in its category. In 2012 House earned the RPLA Gold award for his beautifully illustrated children's picture book, *The King of Fish*. [www.darrellhouse.com](http://www.darrellhouse.com).

\*CONGRATULATIONS, DARRELL! ~ Mindy

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Darrell house is the author of *Miller the Green Caterpillar*, *The King of Fish* (A 2012 Royal Palm Literary Award winner), and two e-book short stories, "The Shadow Who Stole the Whistle" and "The Man Who Could Fix Anything." He has also published several musical CDs for children. [darrell@darrellhouse.com](mailto:darrell@darrellhouse.com)

## Chioma Nnani Launches Blogazine

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Chioma Nnani launched her *Memo from a Fearless Storyteller* blogazine Sept. 18, 2015. She says, "It feels fantastic to be on my own platform, instead of solely relying on social media (which is effectively a borrowed platform). You can check it out on www.fearlessstoryteller.com :)"

Chioma Nnani is the award-winning author of [Forever There for You](#). She is a BEFFTA (Black Entertainment Film Fashion Television and Arts) Award Nominee, guest-blogger for [Africa Business Communities](#) and creator of [*The Fearless Storyteller Course](#). Find her on her [YouTube channel](#).

Dr. Judith Briles' Advice on Crowdfunding

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[The CrowdFunding Guide for Authors & Writers](#) by multi award-winning Dr. Judith Briles just got the WINNER (GOLD) for USA Best Books in 2015 Writing/Publishing/Business category. Find her at [www.Judith@Briles.com](http://www.Judith@Briles.com).

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**Tip:** Studies have shown that the upper left spot on a Web site page is the first thing visitors see and read. Put it to good use. An image of your book cover, or the signup form for your newsletter are good choices for this treasured spot. Second best is upper right corner.

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Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you need an e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. [You may find a widget there offering a free app to make your download easier.] Choose Kindle. After you've done that, the site gives you several options or platforms for that book so you can buy the e-book for yourself or to send one as a gift to someone else whether or not you (or they!) have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14Ock0W>.

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**Tip:** No matter how often you see business-ese used on Web sites, don't emulate them! You are a creative. Your site should reflect the tone of your book, your voice. I'll double down and say that's true if you are an academic or the author of a book on political science. Here's an example of the kind of stuff you don't want to do from marketer Thomas Young:

"Our innovative, state-of-the-art solutions provide our customers with high satisfaction levels."

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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**

**Save the Date for FREE Author E-mail Boot Camp Webinar**

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If you aren't using email marketing to build a base of raving fans who want to read your books, you're leaving money on the table.

Most authors aren't because, they say, "I wouldn't know what to write about. Anything I want to say is already in my book." Or they hate the idea of being lumped in with all those other "spammers."

My friend, publicity expert Joan Stewart, aka The Publicity Hound who's also an author, has a super-loyal base of fans that devour her weekly email tips on how to get publicity. Joan has created a free sheet on "10 Profitable Ways to Use Email to Create SuperFans Who Help You Sell Books." It will give you ideas galore on content you can share with your fans--content that goes far beyond your book. You'll also get her email tips chock full of clever, creative ways to generate publicity for your book, your products and your expertise.

Access the cheat sheet at <http://www.marketerschoice.com/app/?Clk=5479199> and make 2016 the year you make emailing marketing the power tool in your book marketing toolbox.

Joan Stewart
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Phone: 262-284-7451 (Central Time) Skype: joan.stewart3

Longtime Subscriber Shares Expertise with New Business

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I am helping another client with a book and forwarded your email about the [digital conference](#) to her today! Also, I just hung a shingle and announced I'll help coach people in getting started with their book writing. I've realized I can be inspiring and motivating for people who are curious about the process and need a little push to get going. I am no self-publishing expert by any means but as long as I can help people with some basic questions and get them feeling confident about starting, that's what I am hoping to do as an additional offer in my portfolio of services. I also have a knack for holding people accountable and can provide that support as well. :-) We will see how

it goes! Kind of crazy but in a wonderful way!

~ Katie Roberts, owner of [Write on Target! Communications](#) and editor of "[The Disciplined Leader](#)"

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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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**TIP:** If you cared enough to subscribe to an e-mail mass mailing or newsletter, occasionally shoot a friendly e-mail back to the editor or influencer. It will help your cause if they recognize your name when you ask them for anything from writing a guest blog post to helping you out with an online blog tour.

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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

**Barbara McNichol on Word Choice—When to Use "Like" vs "Such As"**

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by Barbara McNichol

When it comes to word choices and deciding what to use in your writing, check out these phrases from a book I'm editing:

. . . the answers that so-called geniuses like/such as Newton seem to embody.

. . . centuries of innovations like/such as the airplane and the space shuttle have resulted.

Here's why such as is preferred instead of like in these phrases: **The word "like" implies comparison while "such as" implies inclusion.** Thus, being like something doesn't include the thing itself. If the sentence was "they're like a fish trying to swim upstream," then it's a clear comparison.

Let's examine this more closely. In the first phrase, the author does include Newton as a so-called genius, so "such as" is the better choice. Similarly, in

the second phrase, the airplane and space shuttle are examples of innovations, so they're meant to be included.

Do you see how your intended meaning within the context of your writing helps you choose which word to use?

Your challenge: When you're about to write "like," ask this question: **Would I include this point in a list or exclude it?** That's your clue on selecting "like" (exclude) or "such as" (include).

Need help determining which word to choose? Ask a question with your example in this blog.

The post [Word Choice: When to Use "Like" vs. "Such As"](#) appeared first on [Barbara McNichol Editorial Services](#).

Barbara McNichol is passionate about helping authors add power to their pen through her editing and WordShops. Go to her website www.BarbaraMcNichol.com where you can sign up for her ezine *Add Power to Your Pen*.

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You'll love the information on blogging for authors that Phyllis Zimbler 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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Quick Marketing Case Study

Barbie's New Secret for Marketing Success

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Barbie tried flaunting her boobs and her tiny waist. She tried flaunting her wardrobe. She tried more natural hair colors. She tried snagging designers like Bob Mackie to give her even more flash and chutzpah. She got new guy and gal pals with diverse backgrounds and skin colors. She even tried getting 150 careers but it seemed her old fans had turned on her.

As she got older, she tried arguing with those old fans who were now moms, many of them moms who worked outside the home. She told them if they were true to their gender they wouldn't expect her to tone down her obvious assets. They above all should know that women can now have it all. She was, regardless of sagging sales, #unapologetic. Still sales suffered.



Now it seems she has it right. Or at least her mentor (manufacturer?) got it right. They revisited the career thing with a vengeance and their commercials made it appear they have been listening to those girls (now women) who once doted on their dolls! Their new ads capture adults' reactions to Barbie's varied roles on hidden cameras, adults who

approve of her motivation, her leadership skills, her imagination and her careers as doctors, soldiers, and CEOs. Little girls want adult approval, too, of course. But it's mostly adults who buy Barbie for their kids or must give them permission to have them. Finally moms can see that Barbie has been working on exactly what they've been working on in real life for several decades. Mattel just stopped paying attention while Mommy was out doing the things Barbie has been doing for decades. Yep, now mom is back in the picture. She is now Mom-with-the-Money.

Barbie has become a Facebook sensation. Mommies are saying, "Wow . . . That [commercial] made me change my mind on Barbie [actual Facebook quote]." Mattel is cheering. I am reminding my audiences for my [HowToDoItFrugally series](#) of books (one for writers and one for retailers) that we should always be aware of who our audience is and who the decision-makers for that audience are.  
CHJ

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

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## On Poetry

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

A Holiday Poem for You

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I thought I'd share with you one of my short poems from the chapbook [Blooming Red](#) coauthored with Magdalena Ball called "Arizona's Christmas Card." You'll see the title of the chapbook came from a line in the poem.

Abdomen and thorax green  
bubbles or two emerald cabochons,  
his legs like rose bush twigs,  
grey, beige, thorned. A green lynx  
spider rappels between spikes  
of Cholla blooming red.

Carolyn Howard-Johnson ©

PS: Please note that one of the ways to promote poetry is to give away one that somehow fits with the theme of a blog or other media. Be sure to include contact information and a buy link for the book or blogsite where it was published! (-: If you would like one of my seasonal poems to bring a little holiday sensibility to your efforts, just send me an e-mail at

[hojoneews@aol.com](mailto:hojoneews@aol.com).

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

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**Tip:** Mike Shatzkin, a publishing industry consultant for nearly four decades, says that today “. . . the primary intermediaries [in the publishing world] are search engines, not reviewers or bookstore buyers.” That is a sea change from the publishing world most of us remember where it was primarily a Business2Business proposition—intermediaries like agents, editors, publishers, media, etc working among themselves with the author left out of the picture. Now we have the Web that we can utilize to benefit our books with something dubbed “discoverability.” Learn more about Mike at <http://idealog.com/blog>.

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

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## Thank You

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

## Thanks to USA Book News. .

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...for the lovely perks they give to authors and publishers who enter books in their annual contest—perks like this listing: <http://www.usabooknews.com/poet.html>. I like to recommend contests that give added value: Perhaps a profile page that helps with an author’s search engine foot print. Perhaps a critique. Perhaps a “nominated” badge to use on their Web site. My new poetry book [Imperfect Echoes](#) was named a finalist in this year’s contest. Find some of my favorite contests at <http://howtodoitfrugally.com/contests.htm>.

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Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring “the ampersand as fun & fabulous art. A new edition is released each month. Each is entirely different, creatively & professionally designed, & each is associated with the ampersand & by extension, our love of writing. Each comes with directions for printing, & framing to make each into a keepsake. To

subscribe and view all Chaz's past poster designs go to: <http://amperart.com> By now he has covered so many themes, one is sure to be perfect for you or a friend.



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

Speaking Up



Mindy Phillips Lawrence

Once a voice was silent.
It listened to the sounds of hate.
Once a voice was silent.
While anger rose in others.
When the voice wanted to speak,
It was too late.
Those who had spoken
demanded silence.

It's December 2, 2015 and there has been yet another shooting. More people have been killed, now in California. A few days ago it was Colorado. I hear groans from people on Facebook and other places on the Internet that say ENOUGH! Unfortunately, the responses are hate matching hate. Where are the voices that speak about the forces that are driving this behavior, voices that speak up for stopping this verbal insanity?

If you are Christian, this is the season to celebrate tidings of great joy along with peace on earth, goodwill to men. I see less and less of that peace. I hear more and more hate directed at particular groups of people that don't share the same faith or homeland.

Voting is a type of speech. I can't tell you who to vote for as the time approaches to cast your ballot, but I can tell you I've never heard such appalling words being spoken. When some people hear these speeches, they often react with rage and decide to do something about what they have heard. That's one of the reasons we wind up with active shooters as we have so many times this years.

The Paris attack and those in other countries are certainly horrible but, for the moment, I am talking about the United States. If there is a way to stop hate speech here, we need to figure it out. Write. Vote. Speak. Use your ability and your heart to end this negativity and still let your voice be heard.

And please, have a safe and happy holiday season and New Year.

Mindy Phillips Lawrence is a writer and artist based in Springfield, Missouri. She does copyediting work and everything she can do to help new writers and artists succeed. Contact her at mplcreative@yahoo.com. Soon she will retire and devote her time exclusively to writing,

artwork, and reading. *The clock is ticking!*

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

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Tip: If you are asking a bookseller or other retailer to feature a reading or workshop for you, be sure to let them know what you can do for them. The size of your local contact list is a good place to start. You'll find more ideas for making events successful. My motto: "To be successful, you must promote the promotion." More recipes for successful events are in *The Frugal Book Promoter*. PS: A book doesn't have to be new to approach retailers with an idea that will boost their profitability.

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

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Carolyn's Appearances and Teaching

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**New!** 📖 Watch for the nest Greater Los Angeles Writers' Society (GLAWS) conference, the **Digital Author and Indie Publishing Conference February 26-27-28, 2016**. Tony says, "This event has grown larger each year because of its it covers the business side of writing—including working with publishers other than the Big Five, developing pitches to developing a platform, understanding the terms and tech of the digital age, and how to create profit centers. This conference offers highly informative, educational and inspirational sessions tailored for today's authors presented in a progressive manner so attendees learn all weekend. Whether they plan to publish traditionally, through an Indie or Small Press Publisher, or Self Publish, this conference offers learning choices they need to succeed. We advertise the conference nationally and attract new authors and veterans from around the country and overseas. Learn more here: <http://www.wcwriters.com/da>. I'll be speaking in a special double session on "How to Sell a TON of Books" and "Simple Ways to Make Amazon Work for You" and maybe I'll be on a panel discussing editing, too. Please come!







and the individual contributors with anything you snip and paste.

## Ordering Information

### The HowToDoItFrugally Series for Writers

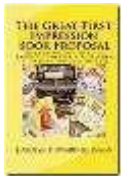


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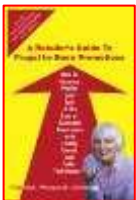
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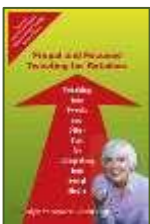
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### The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)



*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*

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## **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

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*She Wore Emerald Then: Reflections on Motherhood,* a chapbook of poetry. Coauthored with Magdalena Ball. To order paperback, Kindle, or e-book:

<http://bit.ly/MothersDayKind>



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



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

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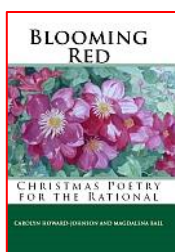
<http://bit.ly/DeeperPond>

*Blooming Red: Christmas Poetry for the Rational*  
Coauthored with Magdalena Ball. Artwork by Vicki Thomas  
USA Book News finalist, Silver Award from Military Writers'

Society of America

To order e-book or paperback:

<http://bit.ly/BloomingRed>



Part of the Celebration Series by Carolyn Howard-Johnson and

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



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

Coauthored with Magdalena Ball. Photography by Ann  
To order paperback or e-book: Howley. Proceeds go to the World Wildlife Fund. <http://bit.ly/SublimePlanet>



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

#### **Contact Information**

#### **Websites**

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>