

"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

DEC 15, 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.

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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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## Contents

### Regular Features

- ~Note from Carolyn:
- ~Letters-to-the-Editor
- ~Thank You (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: **Authors We Lost in 2014**
- ~Carolyn's Appearances and Teaching



**PS:** Watch for my Noble (Not Nobel!) Prize at MyShelf.com in January. Choices for my prize were very limited this year so this comes as a reminder that if you write literary work, now might be the time to think about submitting it for 2015 (to appear January of 2016) consideration. Go to MyShelf.com and click on the Back to Literature link. You'll find past year winners and guidelines in January archives.

**PPS:** For a list of frugal gifts that will be welcomed by writers—gifts so frugal you can spread cheer among writers who aren't on your gift list—go to my blog at <http://sharingwithwriters.blogspot.com/2014/12/ten-free-gifts-to-give-author-this.html> and add your own ideas in the comments—or tell others about your own special free-bie memory.

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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](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* is at <http://bit.ly/SublimePlanet>.  
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## Letters to the Editor:

Hello Carolyn,

You made it worthwhile to attend the BPSC [Book Publicists of Southern California] meeting last evening. And I intend to purchase your How To Do It Frugally series of books. I've had fourteen fiction novels published with three different publishers, none of whom has done an ounce of promotion. I'm looking into self-publishing but have many reservations.

I also write for the theatre with two plays produced Off-Broadway in NYC and two musicals, one of which ran for almost three years. Both recently closed due to unavailability of Off-Broadway theatres. I'm currently talking with a producer in England about one of them.

Meanwhile I'm working on another novel and another musical. (If I stuck with one field and one genre I would probably get more sales, but I tend to write whatever comes to mind so I'm all over the place.)

Oh, yes: Long ago I took a writing course at UCLA's Extension program and am now a member of the UCLA Alumni, the MWA, WGA, Dramatics Guild, the Association of Los Angeles Playwrights, and the Air Force Association, if that means anything.

Robert L. Hecker,

Author of the ROMANCE THROUGH THE AGES" award-winning novel: *Rachel's War*, a WWII novel of love and hope set in the 1943 uprising in the Warsaw Ghetto available (with my other novels) at Amazon. (Although I kind of like my other novel, *Murder IS A Lousy Way To Die*.)



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



## Accessible Contests



October NewsletterWatch for the new contest for self-published books called the **North Street Book Prize**, offered by Adam Cohen and Jendi



Reiter of [WinningWriters.com](http://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—something that will help your writing career move forward.



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.



**In the News:** *The New York Times* reports: "Amazon and Hachette announced . . . they have resolved their differences and signed a new

multiyear contract, bringing to an official end one of the most bitter publishing conflicts in recent years. Neither side gave details of the deal, but both pronounced themselves happy with the terms. Hachette gets the ability to set the prices on its e-books, which was a major battleground in the dispute." Apparently Amazon provided "financial incentives" for Hachette to keep their e-book prices low, similar to the deal Amazon cut with another big publisher recently.

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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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**Tip:** Phyllis Zimblar Miller is a fountain of information. Check her blog at <http://www.phylliszimblar.com/book-marketing-2/fiction-marketing/>

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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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**Tip:** Marketing whizzes Larry and Peggy DeKay have published [\*Book Fairs for Authors: How to Leverage Book Fairs to Build Your Author Platform\*](#). Here's what I love about it above and beyond what I wrote in *The Frugal Book Promoter*: They included a lot of resources including lists of book fairs, book festivals, book expos and trade shows and how book fairs can "impact speaking opportunities." Peggy says, "Your book is not your baby... your book is your business."

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

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**Tip:** Here's a new way to use your best endorsements just as PromoDay guru Jo Linsdell-Feliciano did: Make a badge, post it to Facebook, tag a few of your friends who understand the power of viral marketing. And don't forget Pinterest! Here's the one Jo made of an endorsement I gave her long ago:



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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](http://www.ifogo.com/buy/order_chj.html) .

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**Tip:** Editor extraordinaire Robin Quinn (<http://www.writingandediting.biz>) suggests *The Fine Print of Self Publishing*, fifth edition, by Mark Levine. It is subtitled: *A Primer on Contracts, Printing Costs, Royalties, Distribution, e-Books, and Marketing*.

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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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## 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.

My friend Sharon Evans from Book Publicists of Southern California had great success using Fivrr, and I think that success is an example of how that can happen on a budget when authors are willing to partner (in other words hands on rather than hands off!). She says, "Here are the links to my book trailers on YouTube. Both were done through a lady on Fiverr.com at the price of \$5 each. It was a collaborative effort, with her providing the stock footage and the knowhow, and me writing the script and providing most of the stills. Even the music was selected (by me) from one of those sites that offer free/cheap sound bites of music (she is signed up with many such sites). Please tell me what you think.

<https://www.youtube.com/watch?v=nPqwJ34CuCY>  
<https://www.youtube.com/watch?v=D73k30F6ZZ0&feature=youtu.be>

It was a challenge to put these together, but it was fun. It was certainly a challenge to me as a writer to encapsulate an entire book in so few words, offering the viewer just enough to entice."

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Here's a bakers' 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.

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**Tip:** If you have a screenplay, a book, a TV script, a play, a film short, or treatment then...[ReadyForFilm.com](http://ReadyForFilm.com) run by Gene Cartwright is the place to be. They are currently in a very brief Pre-Launch, and have an impressive presentation. See it at [ReadyForFilm.com](http://ReadyForFilm.com)

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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 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>.

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**Feature**

**Drip, Drip, Drip Promo Campaigns**

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By Terry Doherty, Mom's Choice Awards, literacy advocate, and founder of The Reading Club

Do you ever find yourself bogged down with trying to put together a newsletter? Me, too.

One of the cardinal rule of marketing is to consistently and continually engage your fan base. If you're following Carolyn's advice, you're building your email contact list during author visits. Collecting names and emails for your newsletter list is a great way to expand your network, but thanking each person for coming to see you and letting them know about all your promotional events can take A LOT of time.

That's where a drip campaign can come in handy. Drip campaigns are pre-planned emails that go out on a set schedule. There is no minimum or maximum number of "drops" in a campaign, but it does take some thought and a little prep time. Why? Because these emails have to be timeless, not to mention offer high quality content.

Let's use a book festival as an example. I collected emails from people who bought your book or who got an autograph. I'm home and adding all of those people to my newsletter list. I want to send an email to this group of people to say it was nice to meet them and thank them for coming to see me. But (a) I only want to send to my newest contacts (not the whole list) and (b) I want it to go out five days from now.

Lucky for me, I have a canned email that I use for all events. It says "thanks," but it also lets people know about the kinds of programs I do, asks them to let me know what they think of my book, and also to consider adding a review to Amazon (with a link to my product page).

Next, I set a rule in my email program that says something to the effect that when I add new people to my newsletter list, the "thanks" email should be launched five days later. Done! Now, whenever I enter names the "thanks" email triggers five days later.

TIP! If you also use a contact form on your website or blog, you may want a more generic welcome or thanks-for-signing-up email. Alternatively, you can have a second signup list that is for people you meet and those who just sign up via form. That's called "segmenting" your list.

Now, as I said at the top, we need to consistently engage with the people on our list, so in addition to the first email, I will launch a second email 43 days after that. [There is no magic number; I just picked 43 because it would logically space emails between my regular newsletter and the drip campaign.]

So what will I talk about? Well, my book is about birdwatching with kids, so one month I might send a short email that has some links to my favorite blogs about birdwatching, or maybe a couple tips about how to identify a bird by its feathers or voice. Next time I might include a PDF version of a set of bookmarks (about my book) that people can download and share. Next, it will be a video about how to make an Origami bird.

You get the idea. It might just be those four emails, maybe six months of emails, or maybe a full year. The keys, though, are to:

1. Make sure that I am not always talking (directly) about me or my book. Email, like other social, is about communication and building relationships.
2. Pick topics that don't have an expiration date. The idea of a drip campaign is that it will serve you well forever.

If you'd like to join a drip campaign in action to see what it is like, then [sign up for my Reading Tub newsletters](#). We have two segmented lists, with two kinds of drip campaigns. One is just literacy tips and ideas (six weeks). The other sends you a book recommendation each month, based on the kind of book your child likes to read and their age.

Here's to marketing and connecting with our fans made easy!

[About Terry Doherty](#)

Terry is a mom, sister, wife, consultant, coach, and business owner.



She is passionate about literacy. It was through her work with the Reading Tub (a nonprofit she created) that the [Mom's Choice Awards](#) found her. She is the MCA's Director of New Media & Alumni Education, as well as part owner.

Most days, you can find Terry reading a book (it's part of her job, honest!) and writing...either for her various blogs or to prepare for an

online class. Terry is a regular columnist on [IBPA's Book Industry News](#) blog, covering the social media marketing beat.

Terry lives in Virginia with her soon-to-be teen daughter, husband, dog, and a guinea pig named GP.

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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

New Blog Talk Radio Show to Further Your Career

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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 at 6:00 pm PST/9:00 pm EST and will be archived for future listening. The guest call in number is 646 478.0982. Listen and consider sending Morgan a query for an interview spot if your book fits her mission.

Here is the lineup of shows through the end of the year.

November 12 <http://bit.ly/1za7XmF> RIVET YOUR READER – Debut show with Morgan and Denny

November 26 <http://bit.ly/1qwuUv1> CREATE DYNAMIC DIALOGUE – Guest author, musician, audiobook narrator Mike Dennis

December 10: <http://bit.ly/1stwn5V> WRITING WITH A PARTNER – Guest author, artist Phyllice Bradner

December 24 SPECIAL PRE-RECORDED CHRISTMAS SHOW

### **TOPICS TO SCHEDULE FOR JANUARY, FEBRUARY 2014**

E IS FOR EDIT: Guest Editor Cindy Davis

USING YOUR EXPERIENCES IN FICTION: Guest author John D'Amore, "The Boss Always Sits in the Back"

January 14: PROMOTE, PROMOTE, PROMOTE (Carolyn Howard-Johnson)

BALANCING WORK AND THE WRITING LIFE (Guest TBD)

## Time to Reserve for Author U

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You will be engaged over three jammed-packed days, May 7 to 9, learning and working with amazing book marketing strategists, publicists, Internet gurus ... all done in an intense workshop environment



<http://authoru.org.event/2015-extravaganza-may-7-9>

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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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In the News: *LA Times* reports that Chinese bookstores are fighting low sales with "novel tactics" by expanding their product mix—something other retailers have done for decades. Chinese entrepreneurs sell about anything--baby turtles, Sprite and Lipton Brisk iced tea, shampoo; customers can even pick up pamphlets for Scientology (and other more or less useful information fliers) at their free info area. Here's the thing. The same technique works for any entrepreneur including writers. If you are a one-book wonder, expand your exposure by writing more books and putting them on multiple distribution streams. That way you have a chance of appealing to a broader range of readers and—frankly—cashing in (or, much better, helping) the readers you already have!

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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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In the News:

Kindle Direct Publishing announces Amazon.nl

kdp.amazon.nl is now available in Dutch to quickly and easily publish books for readers in the Amazon.nl Kindle Store and other Kindle stores around the world, but it also gives English-speaking Dutch quick access to their own Kindle store. You can set a specific list price for your book and track sales from the Amazon.nl Kindle Store. Plus, you can earn up to a 70% royalty for book sales to customers in the Netherlands and Belgium. I'm aware from the Dutch I meet when I travel, that this is a huge untapped market, that many Dutch are very tuned into world literature, world politics, etc. It appears that if you've signed your book up for international distribution, this new "NL" privilege is added to your distribution automatically.

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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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After-the-Fact Book Fair Tips

Melbourne FL's Book Fair Directors Share Tips for Success. . .

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Authors for Authors leaders, Valerie Allen, Marshall Frank, Holly Fox Vellekoop, share with you ways to keep the benefits of a book fair going. Their next Brevard Authors Book Fair (FL) will be coming in March of 2015. Keep checking online at [www.AuthorsForAuthors.com](http://www.AuthorsForAuthors.com) for updates.

- Keep in touch with each other via [materials the fair committee sends to you].
- Send a follow up e-mail to those with whom you connected.
- "Friend" each other on FB, Twitter, LinkedIn.
- "Like" each other's books on Amazon.com's profile pages.
- Go to each other's web page and make a comment.
- Offer to read and review each other's books and post it online.
- Find out if anyone wants to do a book trade and give it as a holiday gift.
- Join a writers' group.zat
- Attend a writers' workshop or conference.

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

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## On Poetry

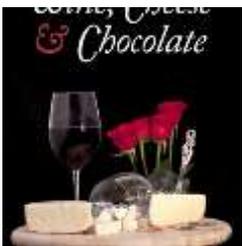
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This is a running feature for the poets among us and those who would like to try writing poetry but feel . . . well, inadequate about the writing or the promotion. Please send in your poetry tips and resources for this section to HoJoNews@aol.com.

Have You Ever Written an Acrostic Poem?

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An acrostic poem is one written so the first or last letter of each line forms a word when it is read from the first line to the last. But all poetry forms can be adapted. I've never seen one but I can imagine an acrostic poem with a "list" of dates reading from top to bottom to celebrate New Year's Day. Anyone one want to give it a try for the January issue of SharingwithWriters? Say from 2000 to 2015?



## In Time for Christmas Giving

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California's Calaveras County Humanities Council and Manzanita Press presents their new yummy anthology in time for Christmas giving. There is romance, humor, beauty, whimsical/beautiful art and photography, and even signature dessert recipes from some of Calaveras regional restaurants. Christmas is a time to support

poetry and publishing!
mkt.com/calaveras-arts-council-slash-manzanita-writers-press

Shared Idea for Simple Holiday Poetry Sharing

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Poet Samantha Fernando used a poetic e-greeting on her Website—an idea she's sharing with you:

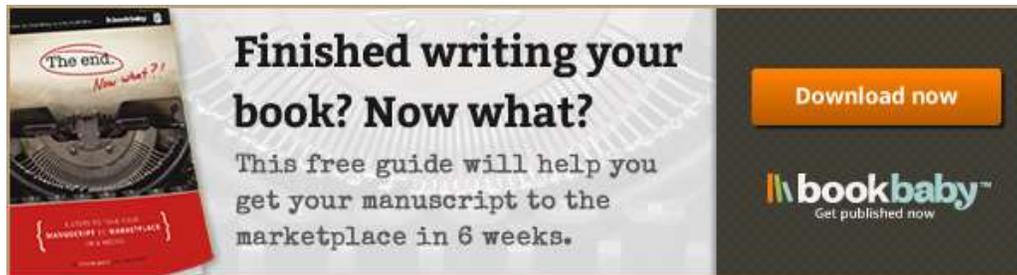
<http://starsafire.starrayz.com/wordpress/2012/12/a-christmas-wish/>

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

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**Tip:** Several of my subscribers have mentioned that they are using BookBaby to publish. They offer a free book to help you with the “What next” question and my [The Frugal Editor](#) will help you with the editing before you start the trek to the marketplace. Click on the download button below to get your copy of The End: Now What or go to <http://bit.ly/1qlz0Ww>.



The advertisement features a book cover on the left with the title "The end. Now what?!" and a typewriter image. The main text reads: "Finished writing your book? Now what? This free guide will help you get your manuscript to the marketplace in 6 weeks." On the right, there is an orange "Download now" button and the BookBaby logo with the tagline "Get published now".

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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/>

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**Tip:** From Joan Stewart’s Publicity Hound newsletter: Ever try to contact Google when you have a problem? Perhaps your YouTube channel has disappeared. Or maybe you're a nonprofit that's heard a rumor that Google gives free Adwords to qualifying nonprofits. Or perhaps you're struggling to understand Google+ and you don't know where to turn. Bookmark the helpful list of How to Contact Google Support, Separated by Service, at <http://clicks.aweber.com/y/ct/?l=7n1MR&m=KgG3ERQORDtYrK&b=.VBEs9wmNclKhhcYJeOBew>. Don't expect Google to respond to all your questions, however. That's why the list includes discussion forums devoted to Google.

For help with Google+, you'll find a link to the Google Plus for Small Business community at <http://clicks.aweber.com/y/ct/?l=7n1MR&m=KgG3ERQORDtYrK&b=LTLU5b39KM1mufiNi7iNiG> where you can ask a question and get a helpful answer from Steve Hovnanian or its five volunteer moderators.

To subscribe to Joan’s newsletter go to:  
<http://www.publicityhound.com/ezineinfo.htm>

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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)

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**Tip:** Microsoft has a free program called HealthVault. Go to Microsoft.com to get it. It could save a writer’s life.

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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 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 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 Terrie Wolf. . .**

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. . . for the amazing review of *The Great First Impression Book Proposal: Everything You Need to Know to Impress a Publisher in Thirty Minutes or Less*. It's straight from the mouth of a literary agent so listen up! A few likes of shares would be great, too. (You did know that Amazon lets you do that now, right?) http://www.amazon.com/Great-First-Impression-Book-Proposal/product-reviews/1453690956/ref=cm_cr_dp_synop?ie=UTF8&showViewpoints=0&sortBy=bySubmissionDateDescending#R1MULD5UAOP2JS

Thanks to Dan Poynter. . .

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. . .for quoting from my *The Frugal Book Promoter* twice!! in his recent Parapub newsletter (<http://parapub.com/files/newsletter/PP-1%20DEC%2014.pdf>). In this issue he tells you about his free review service and a short article from editor Barbara McNichol on the difference between caregiver and caretaker so you'll want to check it out for sure. And he includes a link to subscribe right up near the top of the letter.

### **Thanks to Book Publicists of Southern California. .**

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Love being part of the Web sites of organizations I love! Thanks famous Irwin Zucker of Book Publicists of California and Peggi Ridgeway, Web site constructionist extraordinaire! Go to the Web site (<http://www.bookpublicists.org>) and see what's up for 2015.

<p>See Our <u>DECEMBER</u> <u>NEWSLETTER</u></p> <p>NEXT MEETING Wed., Dec. 10, 2014 Holiday Mixer "50 Shades of PR for 2015"</p>
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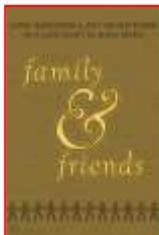


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IRWIN AWARDS

See famed disc jockey "Shotgun Tom" Kelly here
See the video clip of Irwin Zucker opening an IRWIN Awards presentation

Celebrating our 38th yea



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

Authors We Lost in 2014

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**By Mindy Phillips Lawrence**

Every year we lose great writers. This year has been no exception. The question is always where do we go to find replacements for those we have lost? The answer is nowhere. No one can be replaced. Every writer must find his or her own voice and share it with the world. Just as those who have passed on lit up the literary world, others will come reshape it, add to it, illuminate it.

Here are some of the ones we lost this year. They are gone but their work lives on.

#### MAYA ANGELOU:

Born Marguerite Annie Johnson on April 4, 1928 in St. Louis, Missouri, Maya Angelou wrote the first of her seven autobiographies, *I Know Why the Caged Bird Sings*, in 1969 telling of her early life that was split between St. Louis and the rural community of Stamps, Arkansas. She took that book, the follow-up volumes, and her poetry all the way to a Pulitzer Prize nomination. She read her poem "On the Pulse of Morning" at President Bill Clinton's inauguration in 1993. She died on May 28, 2014.

#### ALISTAIR MCLEOD:

Alistair McLeod was a Canadian novelist and story writer from Canada. His novel *No Great Mischief* was voted Atlantic Canada's greatest book of all time. He taught English and creative writing for over 30 years at the University of Windsor. Born in Saskatchewan in 1936, he not only was a master of novels but also of the short story. He died on April 20, 2014 of a stroke.

#### GABRIEL GARCIA MARQUEZ:

Gabriel Garcia Marquez, often called Gabo by his friends, was a Colombian novelist, short story writer, journalist, and screenwriter. Born March 6, 1927 in Aracataca, Colombia, he received the 1982 Nobel Prize in Literature. His book *One Hundred Years of Solitude* shows him as a master of magic realism. He died of pneumonia in Mexico City on April 17, 2014.

#### PETER MATTHIessen:

Peter Matthiessen was born on May 22, 1927 in New York City. He was co-founder of *The Paris Review*, and won the National Book Award three times, in 2008 for his book *Shadow Country*, a one-volume compilation of his three novels that he set in frontier Florida. He also wrote *At Play in the Fields of the Lord* in 1967 about a group of missionaries who encounter an indigenous tribe in South America. He died on April 5, 2014 of leukemia.

#### P.D. JAMES:

On August 20, 1930, Phyllis Dorothy James, Baroness James of Holland Park, better known as P.D. James, was born in Oxford, England. An English crime writer, she rose to success with her series of detective novels containing police commander and poet Adam Dalgliesh. Her first novel with Dalgliesh, *Cover Her Face*, came out in 1962. She died on November 27, 2014 at the age of 94.

## **Links**

Maya Angelou

[http://en.wikipedia.org/wiki/Maya\\_Angelou](http://en.wikipedia.org/wiki/Maya_Angelou)

Alistair McLeod

[http://en.wikipedia.org/wiki/Alistair\\_MacLeod](http://en.wikipedia.org/wiki/Alistair_MacLeod)

Gabriel Garcia Marquez

[http://en.wikipedia.org/wiki/Gabriel\\_Garc%C3%ADa\\_M%C3%A1rquez](http://en.wikipedia.org/wiki/Gabriel_Garc%C3%ADa_M%C3%A1rquez)

Peter Matthiessen

[http://en.wikipedia.org/wiki/Peter\\_Matthiessen](http://en.wikipedia.org/wiki/Peter_Matthiessen)

P.D. James

[http://en.wikipedia.org/wiki/P.\\_D.\\_James](http://en.wikipedia.org/wiki/P._D._James)

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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](http://www.mplcreative.com) Subscribe to the newsletter and get a free e-book on wordtrippers at <http://howtodoitfrugally.com>.

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

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**Resources:** From John Kremer's newsletter comes these three resources for authors of children's books: Here are three related websites -

for kids by kids. These three sites reach over one million students and teachers every month.

<http://www.dogobooks.com>--Book reviews by kids for kids. Note: With this website, teachers can create class pages and lesson plans. Alexa rank of 260,313.

<http://www.dogonews.com>--A social network for kids to bookmark and share news, books, and movies. Alexa rank of 98,453.

<http://www.dogomovies.com>--Movie reviews by kids for kids. Alexa rank of 658,751.



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



## Carolyn's Appearances and Teaching



**NEW!** 📖 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 and will be archived for future listening. I will be one of the first guests Wed. Jan. 14 of the New Year. At 6 pm Pacific Time. The guest call in number is 646.478.0982. Consider calling, contributing to the conversations and—of course—mentioning your book. We'll be giving ideas for reaching those who can help make your career (and book) successful.



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Questions that haunt me: WHY DO YOU HAVE TO "PUT YOUR TWO CENTS IN"... BUT IT'S ONLY A "PENNY FOR YOUR THOUGHTS"? WHERE'S THAT EXTRA PENNY GOING TO? ~Contributed by subscriber JM Sample

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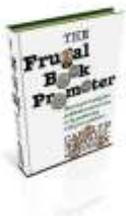
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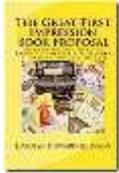


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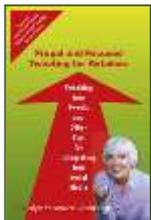
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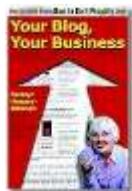
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Carolyn's Fiction and Creative Nonfiction

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Carolyn's Poetry



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

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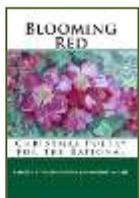
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Deeper into the Pond: A Celebration of Femininity, Co-Authored with Magdalena Ball. Artwork by Jacquie Schmall

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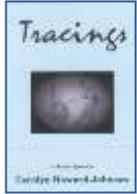
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Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the 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.

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To order paperback or e-book:
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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.

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