

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

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

February, 2016

## Sharing with Writers Since 2003

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

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

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

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

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

you'll find something you can use.

This newsletter is powered by AuthorsDen.com.

~~~~~

## Contents

### Regular Features

- ~Note from Carolyn: **A Happy Writing Story**
- ~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: **Loving and Losing Handwriting**
- ~Carolyn's Appearances and Teaching
- ~Wordstuff™ Fun with puns, metaphor, and other creative use of words.

### This Issue Only

- ~Q&A a la Ann Landers: **Getting Blurbs Ethically, Considerately**



figure out a way for his father to see my newsletter, especially when it seemed so incongruous.

No matter why, I was touched by the unusual ways that our art (writing) might touch others and how connected it is to so many other arts. How its reach might comfort someone contemplating death and another contemplating a life behind bars (25 years to life) for something like receiving stolen property. And how it might do so in unexpected ways if only we do what we love—make art. Make art any way we choose. Make art with passion. And share our art with others any way we can.

Best,

## Happy writing, marketing, and editing Carolyn

**PS:** The first BEA (Book Expo America) I ever attended was in Chicago. BEA used to travel from LA to Chicago to New York on alternating years. Then to save money for publishers, it stayed at Javits in NY during the recession. Well, it's b-a-a-ck in Chicago this year. May 11 to 13. McCormick Place. Anyone who has never attended a tradeshow (or this one in particular) should try to go. It's an amazing publishing industry experience. And if you want to make it tax deductible to the max, contact IBPA (Independent Book Publishers of America) for a spot in their booth (\$185.00).

**PPS:** This is a last-minute addition to this newsletter, my small goodbye to Harper Lee who inspired American writers to stifle fears that small town America and small voices weren't appropriate for grand themes like tolerance. Of course there were others before her, but somehow it was *To Kill a Mockingbird* that made the point so clearly. I think it was affecting because she was a she and not a he and because it was a story suited for the streets, for the stage, for all ages, colors, educational levels.

**PPPS:** Scroll down for February's "Fave Tip."

=====  
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.  
=====

## Letters to the Editor

~~~~~

Hi Carolyn,

You will not believe your timing on the "Wahhh, I lost all my reviews!" article [in the last issue of SharingwithWriters]. I am working with a person who is doing a new cover for me. I'm taking my book back from my vanity press so I can control the price and have a larger profit margin, but I didn't realize I was going to lose all eight of my hard earned reviews on Amazon until this week. I was the one going waaaahhhh. Thank you for your article! Incredibly timely. I needed this boost to continue on in taking my book over.

Have a great day!

Wanda Luthman, author *The Lilac Princess*, available at <http://www.amazon.com/author/wandaluthman>

=====

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:** I am so passionate about combatting book bigotry that I registered #bookbigotry as a hashtag. If you have something to add to this conversation, use it in your tweets and it will appear on my hashtag page, <http://twubs.com/bookbigotry>. When you tweet comments, quotes, and resources on the topic, take up a few of your precious 140 characters with #bookbigotry to get more exposure on the World Wide Web.

=====

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

~~~~~

I generally don't recommend contests that I haven't either entered or had some success with. The benefit could be a win, place, show, finalist. Or it could be an opportunity for an impartial critique or a networking opportunity. But all the ones I recommend judge a book by its contents, not the press it's published on.



Dan Poynter Legacy Award: In memory of Dan Poynter, the Global E-book Awards team has created a specialty award to

keep his legacy alive. One award will be given to an entrant in these major categories: The Best of Category, Fiction Category and Nonfiction Category for excellence. (Look for poetry under nonfiction, last listing in the category.)

The Global Ebook folks say, "We want to make sure that, although Dan is no longer with us, his legacy continues for years to come. E-books were very important to him and we want to honor the love he had for e-books and helping others achieve success with their e-books.

"Dan's favorite line was *"I don't want people to die with a book still inside them."* We at the Global E-book Awards want to make sure that keeping the Global E-book Awards going will not only help you promote your e-book but it will also keep Dan's legacy alive."



As you can see from the picture at the right, Robin Quinn, editor, and I like keeping his memory alive, too. I will be forever grateful for his endorsement of [The Frugal Editor](#) and a nod of approval his Global Awards gave to that same book's e-book edition.

### Here's a Contest I Haven't Heard of Before . . .

~~~~~

. . .but the Book Excellence Awards are reasonably priced with a cash award for winners: <http://www.bookexcellenceawards.com/>.

### Time to Enter the Second North Street Book Prize Awards . .

~~~~~

I know you'll want to check out this .pdf of WinningWriters.com's release because the essentials for the second annual Prize are included in it and it's a great example of how the one-page rule for media releases can be broken. <http://www.prweb.com/pdfdownload/13203473.pdf>. I am truly impressed with the winners of this contest; I know you will be proud to be considered for the honor in 2016.

=====

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.

=====

### Mini Feature

### How to Handle Book Bigotry

~~~~~

I thought I would share with you an excerpt from my coming book in the **HowToDoItFrugally** series of books for writers **Getting Great Reviews Frugally and Ethically**. It will be released at the end of summer with a **BookBaby.com** special giveaway a la the one they did for [The Frugal Book Promoter](#) in 2015 that saw its

## readership rise to around 37,000.

IBPA (Independent Publishers Association of America) board member Brook Warner advises indie authors to, “Stop tolerating being treated like second class citizens.” It’s Okay to speak up and let book buyers, reviewers, featured editors and anyone else who expresses book bias know that it is destructive to the authors who use digital print technology, many of them who have great potential, and therefore the future of the industry [and destructive to small traditional presses who use the exact same technology!]. They may be discouraged from using digital magic for their own books in the future and thus never understand the marketing and economic benefits digital printing (POD) may offer them.”

I believe—know—that attitudes toward self- and indie-publishers has become more accepted over the decades when any author who was published by anyone other than university presses and New York’s Big Five were derisively called “vanity publishers.” Book bigotry or its near cousins hasn’t disappeared entirely.

Warner, who is also the author of *Green Light Your Book* says, “I advise authors with [print-on-demand books] never to specify how their books were printed [when they are] talking to book buyers, event hosts, booksellers, conference organizers or librarians . . . .”

That sounds discouraging, but she is addressing a reality. Some—including reviewers—find it convenient to let the name of a press help vet their final choices among hundreds of thousands of books available to them these days. Using the name of a respected press is an easy—though misguided—way to do that.

Notice that Warner is *not* suggesting you fib about how the book is published. She is suggesting that avoidance is sometimes a necessity, but in other cases you can bravely face down book bigotry. That means owning up to however your book is published. My coauthor of the [Celebration Series of Chapbooks](#) Magdalena Ball and I list our books in that series in our media kit as “proudly self-published in the time-honored tradition of poets since before Gutenberg invented the press.”

Honesty is essential. Reviewers and other contacts are not naïve. They know a digitally printed book, micro press, indie publisher or any number of entities now in the publishing business when they see it. But, as writers, we know that words and the way we use them are powerful and we should be willing to use the power to the best of our ability within the boundaries required by ethics.

It is your job—no matter who printed your books—to convince reviewers (and, yes, readers!) that your book is the one they want to spend time with. That your book has value that particular reader or reviewer can use, wants, or desperately needs. We do that by:

- Publishing or having someone else publish a professional, well edited book. Read more on how to do that in my multi award-winning [The Frugal Editor](#) and find more books that will help you with the journey in the Index of that book.

- Building—and continuing to build—a platform that is respected by others in the publishing industry. (Read more on that in [The Frugal Book Promoter](#)).
- Approaching reviewers with whom you have built a relationship and/or those you have researched so you are confident that they will have an interest in your genre. That requires research so you won't waste sending a book to someone with no clout or who isn't actually a reviewer (more on that at in my coming book, the third in the HowToDoItFrugally Series of books for writers, *Getting Great Book Reviews Frugally and Ethically*). By being familiar with the reviewer or the media she writes for, you limit the chances of your book or the content within being misused.

You, the author of your book, are the one who is so passionate about it you will not be daunted by the review-garnering task, pretend you are a florist and put the best blooms in your book bouquet forward. You discard the wilted ones, or at least place them behind the more exquisite blossoms in your inventory.

=====

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>.

=====

**E-book Formatting Tip:** To upload your book as an e-book, use the source document for your content whenever possible. For instance, if your PDF was created from a Microsoft Word document, use the original Word file instead of the PDF. If your document was created with another publishing tool, try using the "Save as" or "Export" feature to export as HTML or Microsoft Word. By doing this, you'll find your formatting translates better into e-book format for Kindle.

=====

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).

=====

**Mini Feature**

**Your Book May Be Right for Spin-Offs Even If You Don't Think So**

~~~~~

Spin-offs have been touted as great ways to increase exposure and loyalty for your book, your workbook or you as an author for as long as I've been around the publishing industry. Indifference to them by authors of most genres with the major exception of children's authors has been, "So?" or

“Yeah, yeah, yeah.”

I get it. Stuffed animals don't cut it for most. And CDs sound kind of old hat. But how about really, really old hat? Playing cards. Or flashcards. Or posters. One doesn't think of books on politics, for an example, as lending themselves to such things, but I can see a clever political saying quoted from a historical figure or the author herself on a poster that fits into the décor of college dorms across the country.

Flashcards have been around forever but they could refresh readers' minds about political words like “caucus” that no one seems to be able to define other than “showing up to vote.”

These add-on products can be sold by mentioning them in the book's copy (with a link) or in an ad in the back matter of the book. The links could lead readers to a Web site where the author pockets all of the net profit rather than sharing it with middlemen.

CHJ

=====

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

=====

**Opportunities:** Join @JudithBriles's AuthorU and get a substantial discount on your entry in Dan Poynter's Global E-book Awards. As a member of Dan Poynter's [Global E-book Awards](#), AuthorU welcomes you to join their non-profit association for authors and independent publishers with a complimentary 6 month GOLD membership (\$49.50 value).

Please [redeem your membership offer](#),

You can [see the full list of AuthorU GOLD membership](#) benefits here:

Judith Briles (Founder)  
Philippa Burgess (Director)  
[AuthorU.org](http://AuthorU.org)  
E-mail: [Office@AuthorU.org](mailto:Office@AuthorU.org)  
720-588-9838

=====

This is Here 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) .



=====

**TIP:** If you missed my Q&A a la Ann Landers in the last issue of SharingwithWriters on how to avoid losing your Amazon reviews when you publish a second edition, I republished it on my SharingwithWriters blog. I think it is super important for anyone contemplating a change in their current book: <http://sharingwithwriters.blogspot.com/2016/02/seond-edition-headaches-i-dont-want-to.html>

=====

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>.

=====

**Editing Tip:** Sometimes getting a homonym or other wordtripper right doesn't take paragraphs of explanation. Here's an example or short and sweet: You use "less" when you modify a singular noun and "fewer" when you modify plural nouns. June Casagrande, my fave grammar columnist, gives shows how to use in one of her syndicated A Word Please columns: "If three items are removed from your cart, you end up with 'fewer' items. But if just one is taken out, there's one 'less.' That's because 'items' is plural and 'item' is singular."

=====

Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*, [www.bit.ly/FrugalBookPromo](http://www.bit.ly/FrugalBookPromo). Most new writers are under the impression that 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

=====

## 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.

## Fiona Ingram Busy Winning awards

~~~~~

Fiona Ingram has been busy entering and winning awards for her *The Story of Two Boys' Journey and Their Quest to Solve an Ancient Mystery*. The awards are 2015 Children's Literary Classics Award Seal of Approval and

finalist and 2015 Children’s Literary Classic Silver Medal (Pre-teen & Tween). It is a story adventure for pre-teens and tweens that begins in Egypt a few months prior in *The Secret of the Sacred Scarab*. Cousins Adam and Justin Sinclair are hot on the trail of the second Stone of Power, one of seven ancient stones lost centuries ago. This stone might be embedded in the hilt of a newly discovered sword that archaeologists believe belonged to King Arthur: Excalibur

Fiona was born and educated in South Africa, and has worked as a full-time journalist and editor. Her interest in ancient history, mystery, and legends, and her enjoyment of travel has resulted in *The Secret of the Sacred Scarab*, the first in her exciting children’s adventure series—Chronicles of the Stone. Fiona is busy with Book three titled *The Temple of the Crystal Timekeeper*.

## Joyce Shaughnessy

~~~~~

Joyce Shaughnessy recently received her certification as a copy editor. She belongs to two critique writing groups and is constantly learning about writing and publishing. She interviews other authors and reviews their latest books at <http://joyceshaughnessy.blogspot.com>. [She has published several books](#) and won an Honorable Mention from Writer’s Digest for her children’s short story, “The Contest.”

She says, “As a copy editor, the first thing I do is read the manuscript in its entirety so that I get a feel for the author’s voice before I begin. My task is to finesse a writer’s work so that it observes all the conventions of good writing. I line-edit, which includes spelling, grammar, and punctuation, but I also edit substantively. I may suggest some reorganizing, recommend changes to chapter titles and subheadings, call out lapses in logic or sequential slip-ups, study character development, and look for plot holes. The task is carried out through the track changes program in Word. I will only suggest changes, never make them. It is up to the author to accept the editor’s changes. The editor strengthens the copy by making the author’s work flow smoothly and effortlessly, keeping the author’s voice, not the editor’s.”

These books are examples of books she has edited:

[http://www.amazon.com/s/ref=nb\\_sb\\_noss?url=search-alias%3Daps&field-keywords=first+of+jules+by+gene+hilgreen](http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=first+of+jules+by+gene+hilgreen)

<http://www.amazon.com/gp/product/B00NIVDCPS/ref=dp-kindle-redirect?ie=UTF8&btkr=1>

Reach her for a quote at [joyceshaughnessy2012@gmail.com](mailto:joyceshaughnessy2012@gmail.com)

Learn more about her at:

<https://joyceshaughnessy.blogspot.com>

<https://facebook.com/joyceshaughnessyauthor>

<https://facebook.com/joyceshaughnessy.1>

<https://pinterest.com/joycesauthor>

<https://twitter.com/authorjoyces>

## Christine Tattersall Starts Resume Services

~~~~~

Christine says, "I am restarting my resume services business. If you know anyone who is looking for help polishing or crafting a resume, please forward my information to them. My phone: 239-645-6215 and my email: [christinatatt@gmail.com](mailto:christinatatt@gmail.com). I've got testimonials and samples I'm willing to share."

=====

**Fave Tip:** Maybe it's 'cause I love to travel, but <http://Tweepsmap.com> has enchanted me and made Twitter even more fun for me. My followers live in USA (71%), UK.(9%) Get your free map too, but I love those dots all over the world—even Slovenia!

**Fake Reviews** Those of you who missed this article in a past issue of this newsletter . . .well, it's important if you think reviews are important for the success of your book. Feel free to stop by and leave a little rant about fake reviews under the comments:  
<http://www.writersonthemove.com/2016/01/fake-reviews-pros-and-cons-of-amazons.html>

=====

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>.

=====

**Mini Feature**

**Amazon Now You're Favorite (?) Editor**

~~~~~

Amazon is busy again. They are going to alert customers and buyers of "validated errors" in their e-books. And those alerts will be posted on the book's buy or sales page. Advice: Check your book often even if you don't think you have any errors. Formatting can do peculiar things!

About those "validated errors." My interpretation is that a book must be pinged by a reader before it comes under scrutiny. If you're not an e-book person, there is sort of a conversation function on most if not all readers that might be used to notify Amazon of your errors. Amazon will also have a "report formatting errors" button on the buy pages of Kindle books.

Amazon usually warns an author or publisher on their buy page, but if the formatting makes the book hard to read, the book will be removed from sale. Amazon is now sending e-mails to authors and publishers of books with "multiple" errors—that "multiple" number is undetermined or unknown.

Now, I'm worried that the words I make up for my poetry will be reported. I'm also concerned about all the grammar "rules" that people think are errors and aren't will get reported and—worse—acted upon!

=====

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

=====

**Opportunities**

**Truly Frugal Online Writers Conference**

~~~~~

The Catholic Writers' Guild will hold its annual online conference for writers March 4-6, 2016. This faith-focused authors conference offers presentations covering all aspects of writing from finding your calling as a writer to publishing and marketing your books. There will also be online pitch sessions with noted Catholic publishers and secular publishers.

The conference will use webinar software, making the experience more personal and immediate. There are practical workshops and pitch sessions planned.

This year's conference is \$40; \$25 for members of the Catholic Writers' Guild. To register or for more information, go to <http://www.catholicwritersconference.com>. Attendees must register by Feb 27 at <http://www.anymeeting.com/PIID=EC51DE87844F3B>

**Want Your Book in Amazon's New Brick and Mortar Bookstore?**

~~~~~

Amazon's new Seattle real live bookstore will house between 5,000 and 6,000 titles and they say they will focus on "great books" which—as a former retailer I am guessing means books that will sell well. They promise that all books will be placed on their shelves face out. That is definitely an improvement over the exposure most of our books get in most bookstores but, let's face it, this is an experiment. It will be interesting to see how Amazon balances indie with big publishers' books and how it balances those printed (published) on Createspace (Amazon owns that company) vs. books published by other companies who publish digitally like Bookbaby, etc. Amazon's says books chosen must have at least a four-star rating on Amazon's buy page.

**IBPA's Great Publishing University Coming to Salt Lake City**

~~~~~

IBPA is noted for producing knock-out learning experiences, conferences, universities—call them what you will—for twenty-five years now. This year it will be in Salt Lake City April 8 and 9. Learn more at <http://ibpa=online.org/benefits/>

## Cindy Bauer Invites You to Authors Express Promotion

~~~~~

Authors Express Promotion promotes authors and their books with proven experience. Their mission is to:

- Increase online and offline exposure for authors (Indie or Traditional) to improve book sales and public awareness of new books available for purchasing.
- Save authors this time-consuming task in order to have more time to write.
- Help educate authors in self-promotion techniques.
- Provide exceptional one-on-one service with professionalism at the lowest prices on the internet today!

### Benefits of Becoming an AEP Author

1. Constant Internet Presence Exposure
2. Professional Press Release and Personalized Interview
3. Targeted Audience
4. Easy on your Marketing Budget!
5. Tips, Individual Attention, Professional Experience
6. Publishing Assistance
7. Author's Page on our Two Sites! - <http://cindybauerbooks.com> - <http://authors-express-promotion.com>
8. Guaranteed Placement in our Promotional Magazine!

Sign up - \$200  
Annual Renewal - \$100



**MAGAZINE** –“I have been honored to contribute to Cindy Bauer’s professional magazine. It makes me feel good to help other authors learn more about an industry that brings joy to so many.”  
~Carolyn Howard-Johnson, author of the multi award-winning HowToDoItFrugally Series of books for writers

Find the magazines here  
<http://www.magcloud.com/browse/magazine/710765>

Find this magazine with my friend Marilyn Meredith on the cover. My article is in it, too!

<http://www.magcloud.com/browse/issue/914879>

=====

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>

=====

**Did you know** that the sales of e-books published by the Big Five publishers has been declining while those published by indie publishers are holding their own or increasing? How would you interpret that?

=====

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!

=====

Guest Feature

**Beth Cox Shares Little Known Amazon Program**

~~~~~

Reprinted with permission from Beth Cox at [Midwest Book Reviews](#)

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

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

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

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

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

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

=====

You'll love the information on blogging for authors that Phyllis Zimble Miller and I wrote with fiction writers in mind--see <http://www.fictionmarketing.com/bloggng-chapter-excerpt/>. Phyllis is also the author of the e-book TOP TIPS FOR HOW TO PUBLISH AND MARKET YOUR BOOK IN THE AGE OF AMAZON at <http://www.amazon.com/Tips-Publish-Market-Your-Amazon-e-book/dp/B009RBJW3E>

=====

**Q&A a la Ann Landers**

**GETTING BLURBS ETHICALLY, CONSIDERATELY AND EFFICIENTLY**

~~~~~

QUESTIONS (FROM A CLIENT):

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

Also, is it appropriate for me to send a second message to big-name authors who have not responded to my first contact? The *Iowa Review* agreed to forward my blurb request to an author in December but I have not heard from him since. Should I resend it through one of these contacts on his website? Which one, the Media Inquiries email at his publisher or the Bookings email at his agent?

ANSWER:

Regarding cold requests: Of course! But do be sure you mention that you used their books for your research (and any other ties or connections you may have with them). If you can cite a reason you appreciate their work, so much the better. No one ever objects to hearing that their book or business was useful to someone or that they are trusted or have credibility. Please go to your [Frugal Editor](#) and read the section on query letters and agents' pet peeves. You'll find lots of little things to do and to avoid—things that aren't necessarily wrong, just either not professional, boring, or irritating because they are overused.

Regarding recontacting someone you have contacted before. That's a resounding yes. And it doesn't just come from me. It comes from agent Michael Larson. I even quoted him in my [The Frugal Book Promoter](#). I heard him speak at a conference when he related how amazed he was he was when authors don't follow up on queries that seem to have gotten lost. If you send your second request to celebrities or big names by USPS instead of e-mail, their gatekeepers may be more likely to forward it to them. For a second or third try, you might also want to reach a celebrity by Twitter with a direct

message. You might be doing them a favor. Perhaps they aren't receiving mail from their business agents or whatever—mail they would prefer to have. Penny Sansevieri, marketing guru says, "Everyone is equal on Twitter."

Of course, you will space these efforts to contact a person out. Decorum is always important. Oh, yeah. And that word "tact."

CHJ

=====

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

=====

## On Poetry

~~~~~

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

## Sharing One of My Published Poems . . .

~~~~~

Wondering if any of my precious poet-subscribers would care to review my new [Imperfect Echoes](#) on Amazon. Jim Cox, Editor-in-Chief of Midwest Book Review said,

"articulate, gifted, insightful, iconoclastic, and a truly impressive literary talent . . .an inherently fascinating, thoughtful, and thought-provoking read . . . highly recommended . . ."

If so, send me an e-mail with your choice—an e-copy or real book. If you choose the latter, please send your e-mail and phone (required by Amazon for shipments!)

I admit I haven't been able to market this book because it was released right after my husband broke his back. I would be forever grateful to anyone who can find the time to help.

=====

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

=====

## Helping Reviewers Do What They Can for You



~~~~~

Shared by longtime subscriber Dr. Bob Rich

When I send out a review copy of one of my books, I make life as easy as possible for my reviewer. After all, this person is doing me a service. I have a document I can attach to an e-mail, with specific links to the book's pages at various Web sites. I have them in order of usefulness for me, and ask the reviewer to post on as many of these sites as time and motivation allows. Usually, they have a go at all of them.

This is far more convenient for them than having to go to each site and do a search for my book. Here is an example of the list I send them:

Amazon : <http://www.amazon.com/gp/product/1615991867/>

Barnes&Noble: <http://www.barnesandnoble.com/w/ascending-spiral-bob-rich/1114890553>

Booktopia [Australian online bookshop]

<http://www.booktopia.com.au/ascending-spiral-bob-rich/prod9781615991860.html>

Goodreads: <http://www.goodreads.com/book/show/17689312-ascending-spiral>

Facebook: <https://www.facebook.com/AscendingSpiral>

Kobo Books

<http://www.kobobooks.com/ebook/Ascending-Spiral/book-BsX32DIE0UaTDboXAstvOA/page1.html>

Google Books

[http://books.google.com.au/books?id=ThQhIKwHS6wC&pg=PP2&dq=Ascending+Spiral&hl=en&sa=X&ei=Th\\_WUquyHs2-kqXIrYGYCA&ved=0CC8Q6wEwAA#v=onepage&q=Ascending%20Spiral&f=false](http://books.google.com.au/books?id=ThQhIKwHS6wC&pg=PP2&dq=Ascending+Spiral&hl=en&sa=X&ei=Th_WUquyHs2-kqXIrYGYCA&ved=0CC8Q6wEwAA#v=onepage&q=Ascending%20Spiral&f=false)

Books A Million

<http://www.booksamillion.com/p/Ascending-Spiral/Robert-Rich/9781615991860?id=6171679136284>

For a worldwide list of bookstores:

<http://www.fetchbook.info/compare.do?search=9781615991860>

For a worldwide list of libraries carrying this book

[http://www.worldcat.org/title/ascending-spiral-humanitys-last-chance/oclc/828190150&referer=brief\\_results](http://www.worldcat.org/title/ascending-spiral-humanitys-last-chance/oclc/828190150&referer=brief_results)

Library Thing: <http://www.librarything.com/work/13646771>

-----  
Learn more about Dr Bob Rich at <http://bobswriting.com>. Subscribe to his Bobbing Around newsletter <http://wp.me/P3Xihq-1> and this link is for his best book: <http://bobswriting.com/ascending.html>

“Commit random acts of kindness.”

“Live simply so you may simply live”

=====

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

---

## Thank You

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

## Thanks to Wanda Lutham. . .

~~~~~  
...for having me as a [guest blogger](#) so she can help her subscribers (and you!) get free publicity more easily! Here's the link to Part 1 of the post one essential marketing for writers. <https://wandaluthman.wordpress.com/2016/01/25/guest-blog-part-1-marketing/> Part II is at <http://wp.me/p5uWNu-79> Learn more about Wanda at <http://amazon.com/author/wandaluthman> and tweet with her @wandlu64. She is the author of [The Lilac Princess](#).

---

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](#)

## Writing by Hand

Mindy Phillips Lawrence

Computers are a boon gift to writers. They allow editing chores to go more smoothly than when written pages needed changes. Yet there is always a trade-off when technology replaces previous methods. One of those trade-offs is the difference between the convenience of writing on a computer with the benefits of writing in a notebook.

A war is raging among academics and others about the continued use of cursive and, in fact, handwriting for the most part. Although computers make our writing life easier, there is also a trade-off, and it might be a heavy one. Specialists are now saying that the tactile function of writing with a pen in a notebook keeps the mind sharper as we age and keeps us more alert as we write.

A link below will take you to Charles Dickens’ 1829 manuscript of *A Tale of Two Cities*. The Victoria and Albert Museum where his manuscripts are located says, “A Tale of Two Cities was originally published in the periodical “All the Year Round” in 31 weekly instalments from April to November 1859.

Dickens wrote the individual chapters and corrections.” Go take a look at the over 400-page manuscript. It’s easy to see where he was working through the changes and his own thinking.

Grab a good fountain pen, a nice notebook, and write up a storm. Your gray matter will appreciate your efforts.

## **LINKS**

### **Charles Dickens Manuscript: *A Tale of Two Cities***

<http://www.vam.ac.uk/content/articles/c/charles-dickens-a-tale-of-two-cities/>

### **Four Benefits of Writing by Hand**

<http://mentalfloss.com/article/33508/4-benefits-writing-hand>

### **Are there Really Benefits to Writing Things by Hand?**

<http://time.com/3982285/bic-writing-hand-benefits/>

### **Here’s Why Writing Things Out By Hand Makes You Smarter**

<http://www.businessinsider.com/handwriting-helps-you-learn-2014-12>

### **The Lowdown on Longhand: How Writing by Hand Benefits the Brain**

<http://www.edutopia.org/blog/writing-by-hand-benefits-brain-ainissa-ramirez>

### **What’s Lost as Handwriting Fades**

[http://www.nytimes.com/2014/06/03/science/whats-lost-as-handwriting-fades.html?\\_r=0](http://www.nytimes.com/2014/06/03/science/whats-lost-as-handwriting-fades.html?_r=0)

### **The Magic of Journaling by Hand**

<http://www.journalingsaves.com/journal-writing-by-hand/>

-----

Mindy Phillips Lawrence is a writer and artist based in Springfield, Missouri. She has worked for the State of Missouri for over 24 years but has planned her getaway (retirement). Her first day away from the job is April Fool’s Day 2016. On that date, she becomes a full time writer and artist. EUREKA!

=====

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


=====

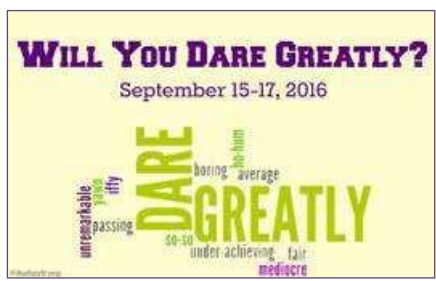
**Tip:** Grammar Guru June Casagrande says, *Merriam Webster’s Collegiate Dictionary* is the default reference for the *Chicago Manual of Style*” for those in the publishing industry (that would be most SharingwithWriters subscribers). In other words, when you’re getting conflicting information (or when you want to be confident about your choices) use these two references.


If you're a journalist or freelance writer who writes for newspaper or magazines, your two go-tos are *Webster's New World College Dictionary* and the *Associated Press Stylebook*. OR the media you are writing for may have its own style guide. And, if you are an academic, check your university's style guide first and then fall back on the publishing industry's faves if you need more guidance.

=====  
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](mailto: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.  
=====

## Carolyn's Appearances and Teaching

~~~~~  
 It's not too late to plan for the next Greater Los Angeles Writers' Society (GLAWS) conference, the **Digital Author and Indie Publishing Conference February 26-27-28, 2016**. This event has grown larger each year because of its wide focus on the business of writing from working publishers other than the Big Five. It will help you develop pitches; develop a platform, understand the terms and tech of the digital age and teach you to create profit centers. Whether authors publish traditionally, through an indie or small press, or self publish, this conference offers information they need to know to succeed. Learn more here: <http://www.wcwriters.com/da> Director is Tony Tondaro. I'll be speaking on How to Sell a TON of Books and Simple Ways to Make Amazon Work for You.



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

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

## Wordstuff™

## Something to Make Writers Smile

~~~~~





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

Order for paperback or e-book:

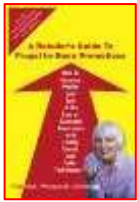
<http://bit.ly/BookProposals>



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

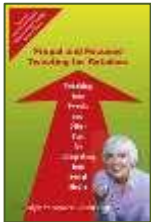
For paperback or e-book: <http://bit.ly/Last-MinuteEditing>

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



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

<http://bit.ly/RetailersGuide>



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

<http://bit.ly/RetailersTweet>



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

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

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

### **Carolyn's Fiction and Creative Nonfiction**

*This Is the Place (Out of Print. Available only on Amazon's New and Used feature):* <http://bit.ly/ThisIsthePlace>

*Harkening: A Collection of Stories Remembered (Out of Print. Available only on Amazon's New and Used feature):* <http://bit.ly/TrueShortStories>

### **Carolyn's Poetry**



Find Magdalena Ball's and my poetry fanpage at

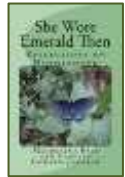
<http://face-book.com/CelebrationSeriesPoetryChapbooks>



*Cherished Pulse: Unconventional Love Poetry.* Coauthored with Magdalena Ball

Order as an e-book or in print to be used as a greeting card or booklet

<http://bit.ly/CherishedPulse>



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



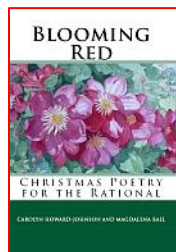
*Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions.* Coauthored with Magdalena Ball To order as an e-book or paperback: <http://bit.ly/Imagining>



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

To order as an e-book or paperback:

<http://bit.ly/DeeperPond>



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

USA Book News finalist, Silver Award from Military Writers'

Society of America

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

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

quantity discounts to use as a holiday greeting by contacting the authors at [HoJoNews@aol.com](mailto:HoJoNews@aol.com).



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

Coauthored with Magdalena Ball.

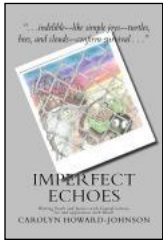
Photography by Ann

To order paperback or e-book: Howley. Proceeds go to the World Wildlife Fund. <http://bit.ly/SublimePlanet>



*Tracings,* a chapbook of poetry (Finishing Line Press)

<http://bit.ly/CarolynsTracings>



*Imperfect Echoes:*  
*Writing Truth and Justice with Capital Letters, lie*  
*and oppression with Small*  
To order paperback or e-book: <http://bit.ly/ImperfectEchoes>

*Inspired by Nobel Prize winner Czeslaw Milosz's poem "Incantation" that lauds the power of human reason over the reoccurring and seemingly insane political realities, Howard-Johnson holds out hope but is not persuaded by trends that seem worse now than they were in Milosz's time. A student of Suzanne Lummis, UCLA poetry instructor and the Fresno School of Poetry fronted by US poet laureate Philip Levine, she touches on the isms of the world—racism, ageism, even what might be termed "wallism" but was once referred to as xenophobia. In her poem "Crying Walls," she sounds a low warning reminiscent of Robert Frost: "Chains linked. Wire barbed,/ Krylon smeared. Feeble,/ useless, unholy billboards,/ anything but mending walls."*

## **Contact Information**

### **Websites**

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>