

"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 14, 2014

## Sharing with Writers Since 2003

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

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

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

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

In the spirit of the advice I give in the *Frugal Editor*--to use an extra pair of eyes whenever possible--this newsletter is voluntarily copyedited by Mindy Phillips Lawrence ~ [mplcreative1@aol.com](mailto:mplcreative1@aol.com) ~ [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 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's (where you also find leads and great resources!)
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You may find them in several places.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: Water Under the Bridge
- ~Carolyn's Appearances and Teaching
- ~Wordstuff™



I'm on Twitter, not known for its personal communications. It has lots of unintelligible posts...well...tweeting with very little interpersonal interaction. I'm going through tweets addressed to me so I can retweet or thank or whatever when one pops up:

Carolyn Howard-Johnson was one of the best presenters at Erma Bombeck Writers' Workshop. I still rely on her tips today.

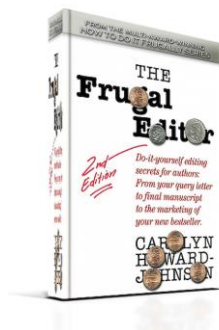
That conference was in 2008 (or the one before in 2006!). Here was a writer who actually benefitted and retained what I try to do for other writers—often at the expense of my own marketing, my own writing.

That someone is Mindy Hoffbauer who blogs at "Perfection in Moderation." <http://hoffbauer.us>. She calls herself a "professional explainer" but I'd say she is also a professional at making human contact. As we renewed our online friendship, I found a blurb she had written for me back in 2008 that I had installed on my Web site.

So, we're all writers. What can we do or write today that will make someone happy? Or make another writer feel it's all worthwhile in their down moments? Go to someone's blog and leave a note? Go to a book signing and ask a question that will put them in their best light? Write them a blurb when they haven't asked for one like Joan Stewart once did for this newsletter? You see, Joan did that years ago—and I remembered.

It's a new year. It isn't all about us or our books. It's about building careers and an industry and a life. They are a tapestry. We get to weave in the colors.

Keep Writing, Promoting, and Editing,  
Carolyn



**PS:** You will probably notice that my involvement with the release of the second edition of my *The Frugal Editor* runs through this newsletter like a theme. I can't help it. It dominates the way these weeks are going. If you already have a copy of the old edition, please let me know at [hojonews@aol.com](mailto:hojonews@aol.com) and I'll send you the new one. We're on the honor system. And if you didn't review it before, and

found it useful, I'd love a little review on Amazon (<http://budurl.com/FrugalEditorKindle>) or your favorite online bookstore.

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* ([www.budurl.com/CherishedPulse](http://www.budurl.com/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! ([www.budurl.com/Imagining](http://www.budurl.com/Imagining)) (\$6.95). *She Wore Emerald Then* ([www.budurl.com/MotherChapbook](http://www.budurl.com/MotherChapbook)) (\$12.95), for mothers and other women, *Deeper in the Pond*, for the feminists in your life—both men and women ([www.budurl.com/DeeperPond](http://www.budurl.com/DeeperPond)) (\$6.95) and *Blooming Red* ([www.budurl.com/BloomingRed](http://www.budurl.com/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://amzn.to/SublimePlanet>.  
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## Letters to the Editor

Thank you, Carolyn. Your issue has some great stuff (besides my contribution). While I submitted *Blood Drama* to the annual contests by the IBPA and ForeWord Reviews, I now have to consider whether I go for the IBPA contest that you feature. I also sent the book to the Midwest Book Review in December, and it's nice to see that if one of their reviewers doesn't review, then I can have them use a previous review.

Best to you,  
Christopher Meeks, Author of [Blood Drama](#)

Note: To answer your question, Chris. That's one of the problems with contests. We don't know if we are going to win. So, if our budgets allow, I don't see that it's a problem to enter several. Besides, saying that a book is a multi award-winning book isn't bad nor does it look awful to have two big gold labels (or a silver and gold) plastered on your cover--particularly your black and red cover. Such nice contrast. (-;

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Endorsement: "Your book is a tremendous help to me as a first time published author, and the discount for Display Stands 4 You in the back of the new edition was very nice too."  
~Ginger K. King, cookbook author, blogs at <https://corkandforkblog.wordpress.com/>



Little Open Letter or Mini Rant

**Dear Barnes and Noble...:**



Dear Barnes and Noble in Old Town Pasadena:

I am so sorry to see your windows draped with kraft paper and only darkness beyond that. Still, I tried to share with management how they could raise their daily sales by 15% based on my combined knowledge of 30 years experience as a retailer and a decade as friend and coach for writers. I even sent your principals a copy of my book [A Guide to Frugal In-Store Promotion](#) with the chapter on how to partner with authors highlighted. And when authors brought me copies of your thoughtless refusal to partner with an author in their very own communities, I cried with them. I cried for you, too. If only you had honored the very people you need to *be* in business--authors. You needn't have stocked their books. You could just have featured them in your store for a day, applauded them, and reaped the profits and good will. Your local authors are readers, too. And they do talk to their neighbors. And they do have lists of people in your immediate neighborhood who...yes, read.

Sincerely,  
From someone who browsed your aisles and, yes, bought books and other things from you—but not nearly as much as if you had been supportive of the local writing community



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).



**Accessible Contests**



## Writer Advice's 9<sup>th</sup> Flash Prose Contest

Writer Advice invites you to participate in their **9<sup>th</sup> Flash Prose Contest**. They say, "We're always amazed by the wonderful stories that come in, and we want to read *yours* this year. Details are at [www.writeradvice.com](http://www.writeradvice.com). Share the news and the URL with your writing peers, and while you're on the page, check our latest interview with Monica Wood who won Story Circle Network's May Sarton Memoir Contest for *When We Were the Kennedys*

PS: Find a whole page of accessible contests in the writers' resource pages of my Web site, <http://howtodoitfrugally.com/contests.htm>.

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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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**In Passing:** From an article by Suw Charman-Anderson in the Independent Book Publishers Association's print magazine on "Selling Direct": " [Amazon] gives you access to vast numbers of readers [but] it cuts you off from them too, divorcing you from your fan base in a singularly unhelpful way."

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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:** Jendi Reiter's advice about Twitter (and other social networking) is spot-on: It can be nuisance. It is our jobs to keep the time we spend on it corralled and to develop methods for using each platform that work for our titles. Jendi and I both write poetry (among other genres) and social networking even works for that genre--though not as quickly. I believe we are building careers

rather than selling books. If we look at the computer that way, we tend to find more success with it. ~Jendi is an editor of <http://WinningWriters.com>, a newsletter I highly recommend for contest resources.

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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."

### **Joyce Brennan Publishes...**

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*The Hidden Journal*. In it, Jenna Mitchell moves her business to Crestridge, Kentucky and takes over a local antique shop. Angry words are exchanged when she meets handsome Drew Kelsey. A neighbor becomes matchmaker and brings the couple together. Despite their rocky start, they fall in love and look to the future. Marriage plans crumble when Jenna discovers a secret in an old journal. *The Hidden Journal* is available on the publisher's Web page, [Tirgearr Publishing](http://Tirgearr Publishing), and on Amazon. Learn more on Joyce's blog page. [www.joycebrennan.blogspot.com/](http://www.joycebrennan.blogspot.com/)

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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.

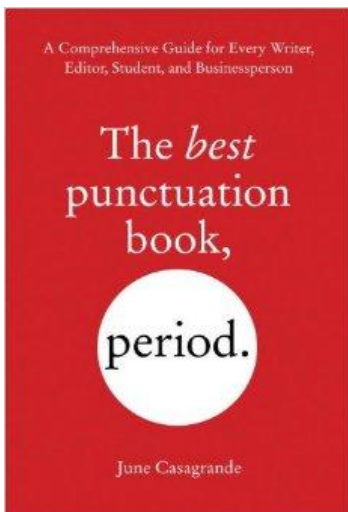
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**Tip:** Penny Sansevieri's book marketing newsletter suggests leaving a business card, bookmark, or book flier wherever you go. I love to travel, particularly cruising, and I leave cards for my husband's *What Foreigners Need To Know About America From A To Z* (<http://amzn.to/ForeignersAmericaUS>) in restrooms on the ship and in the ports. Sometimes we see spikes in sales even when we aren't doing any other marketing because we're traveling. I always hope that some of the employees who work on the ship will find one and order it—they're often from the Philippines, Indonesia, etc.—but then I see orders coming through on the Amazon sites in Germany, France, and Italy. This kind of marketing could be done anywhere (or any way) you travel. Even around town.

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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're going to order a book, just go to any Kindle book page look for the buy options where you can buy the book for your Kindle or send a gift to someone else's Kindle. Just below that you'll see the link to the a 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 books.~ 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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**Favorite Tip:** June Casagrande is my favorite grammar guru and former student at UCLA and she has her third grammar book coming out on April 15<sup>th</sup>. <http://bit.ly/BestPunctuationBook> June also writes a syndicated column for newspapers, *A Word Please*. She gave me blurbs for my *The Frugal Editor*, both the first edition and the newly released [second edition](#) e-book version (Print edition coming soon!) I think I'm as excited as she is about this. Go to her buy page on Amazon and at least add her book to your wish list. It's a way to support fellow authors.



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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://budurl.com/BookProposals>  
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**Opportunities In the News**

**Looking for Active Promotion Resource?**

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Are you looking for someone to host your tour or looking for help putting yours together? Stop by Gillian Felix's Plain Talk Book Marketing blog <http://plaintalkbm.com/> . She does author interviews, and then avidly markets with Facebook, Twitter, Google+, LinkedIn, Pinterest, Plurk, Fark, Tumblr, Stumble Upon, and Diaspora. She'd love to hear from you. Drop by to see just one of the many things she's done for me (my first person essay on surmounting obstacles) at <http://www.plaintalkbm.com/life-begins-at-60/>. And keep in mind that one way to connect with bloggers is to subscribe to the blog, comment frequently, and then pitch your story/interview idea.

**PS:** For tons of other resources including accessible blogs go to <http://howtodoitfrugally.com/promotions.htm> in the Writers' Resources section of my Web site.

**Display Your Book at This Book Fair—Frugally!**

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The Sixth Annual Brevard Authors' Book Fair will take place on March 15, 2014 from 9:30AM to 4:30PM. Hosted at the Central Brevard Library and Reference Center, 308 Forrest Ave., Cocoa, FL 32922, it is open and free to the public. The book fair is sponsored by *Authors For Authors*, Marshall Frank, Holly Fox Vellekoop, and Valerie Allen. Refreshments will be served and more than 40 authors will be available to discuss, autograph, and sell their books. Six multi-published speakers will make presentations throughout the day about writing, publishing, and marketing your books. For more information email, [VAllenWriter@cs.com](mailto:VAllenWriter@cs.com), [HVellkoop@cfl.rr.com](mailto:HVellkoop@cfl.rr.com), [MLF283@aol.com](mailto:MLF283@aol.com) or call Marshall Frank at (321) 254-3398.

There is more in your copy of [\*The Frugal Book Promoter\*](#) on how to make book fairs appearances more productive.

~ Valerie Allen ~

[VAllenWriter@cs.com](mailto:VAllenWriter@cs.com)

[ValerieAllenWriter.com](http://ValerieAllenWriter.com)

[Facebook.com/Valerie.Allen.520](https://Facebook.com/Valerie.Allen.520)

[Amazon.com/Author/ValerieAllen](https://Amazon.com/Author/ValerieAllen)

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Social networking is one of the best ways to make valuable contacts and build a list of readers. Join me on Pinterest. You pin one of my book covers on one of your bulletin boards and I'll pin yours on one of mine. <http://Pinterest.com/chowardjohnson>

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**Tip:** Facebook is giving you a gift. It highlights your participation on Facebook since the day you joined in a slideshow—all set to music. This address takes you directly to your own slideshow or "movie" as they call it!

<https://facebook.com/lookback/#FacebookIs10> This address takes you directly to mine:

<https://www.facebook.com/photo.php?v=10153769549630790&l=44542985339890343>

[10](#) I started a little Facebook thread on my Facebook page with tips on how you can help Facebook algorithms pick up images that work better for your branding than they may have on this first effort.

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I keep adding new resources for authors on my Web site. Please use the huge Resources for Writers section [http://www.howtodoitfrugally.com/links\\_for\\_writers.htm](http://www.howtodoitfrugally.com/links_for_writers.htm). And please let me know if you find broken links. I need your help!

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**Tip:** It is never too late to do what you love. Gillian Felix publishes my first person essay on overcoming gender bigotry and the idea that we're too old. [ow.ly/tm4BR](http://ow.ly/tm4BR)

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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>.



**Tip:** Jo Harrison suggests this article on [adding great images to your e-book](#). Find other great tips in Dan Poynter's ParaPublishing newsletter. <http://mad.ly/signups/42313/join>



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



## On Poetry



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



**Poetry Tip:** For those who couldn't make it to hear Poet's Café on KPFK (Public Radio) live, here is the link so you can listen now. I think you'll be inspired by it—inspired to renew your marketing campaign in the new year (for whatever you write!). Maybe inspired, too, to get out there and pitch your poetic skills to bloggers, podcasters, and radio show hosts.

There are lots of them who focus on poetry. Find the MP3 of Poet's Café at [http://archive.kpfk.org/mp3/kpfk\\_140108\\_203030poetscafe.MP3](http://archive.kpfk.org/mp3/kpfk_140108_203030poetscafe.MP3)



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).



Are English Speakers a Conceited Bunch

**Using "I" As a Conceit**



I don't know when I learned the real meaning of the word "conceited." I was raised in Utah where most of us didn't use "conceit" in the sense of an elaborate or strained metaphor but rather to describe someone who thought they were extra-super *special*. The little girl across the street who snubbed me because I didn't wear long stockings with garters (which was an immediate tipoff that I was not her kind) was "conceited" rather than prejudiced. The kid who was quick to make a point of how bright he was when I made a mistake was "conceited" rather than arrogant (or insecure). Gawd! I loved the word "conceited." I could apply it to so many situations and avoid learning new vocabulary words.

Of course, in a culture where being extra-super *humble* was valued, I soon noticed that our English language is, indeed, "conceited."

I'm speaking of the way we capitalize the pronoun "I." None of the other pronouns are capped. So what about this "I," standing tall no matter where you find it in a sentence?

As I tutored students in accent reduction and American culture, I noticed that some languages (like Japanese) seem to do quite well without pronouns of any sort. I did a little research. Some languages like Hebrew and Arabic don't capitalize any of their letters and some, like German, capitalize every darn noun. So, English—a Germanic language at its roots—just carried on the German proclivity for caps.

But the question remained. Why only the "I?" Why not "them" and "you" and all the others. Caroline Winter, a 2008 Fulbright scholar, says "England was where the capital "I" first reared its dotless head . . . .Apparently someone back then decided that just "i" after it had been diminished from the original Germanic 'ich' was not substantial enough to stand alone." It had to do with an artistic approach to fonts. The story goes that long ago in the days of handset type or even teletype machines little sticks and dots standing all alone looked like broken bits of lead or scrappy orphan letters.

Then there is the idea that religion played a part in capitalizing the "I." Rastafarians (and some others, too) think in terms of

humankind as being one with God and therefore—one has to presume—it would be rather blasphemous not to capitalize "I" just as one does "God." Capitals, after all, are a way to honor a word or concept.

Which, of course, brings us back to the idea that we speakers of English are just plain "conceited."

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This article is available for reprint. Contact me ([hojonews@aol.com](mailto:hojonews@aol.com)) and I'll supply a credit line for you to use and will—of course—help spread the word (and the link to the reprint) for you, too.

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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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Feature

## **What to Do When Someone Beats You to Publicity That Could Have Been Yours**

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Someone Beat You To It, Huh?

Maybe we all have a tendency to feel disgruntled when our local newspaper quotes an expert who isn't—really!—as expert as we are! Worse, what about when CNN features a talking head on the subject of their book and they disagree with you! Seems you have a choice. You can grumble to yourself, you can write to whoever was remiss and complain, or you can take action.

- Whatever you do, do *not* complain on a social network or to the producer/talk show host or other media person about their lack of foresight (and appreciation of your brilliance).
- Use your Googling skills to contact whoever was in charge (or to blame!) for this lack of foresight. Give yourself enough time to cool off, put your tactful hat on, and contact them.
- Introduce yourself being very clear about your credentials. In fact, put the credentials upfront before your name unless you're already famous. (For a script/template of how to approach reporters and others responsible for stories from master marketer Raleigh Pinskey, see the Appendix in *The Frugal Book Promoter* ([www.budurl.com/FrugalBkPromo](http://www.budurl.com/FrugalBkPromo)).
- Follow up with a personal cover letter.

- Send a product sample or a copy of your book with your media kit.
- Repeat the process again when something similar hits the news. You may be remembered. In fact, expand your campaign to include others who might cover the same kind of story.

Don't assume that because you write fiction you can't be an expert. Of course you can! I am an expert on tolerance, polygamy, and a host of related subjects based on the theme and setting of my novel *This Is the Place* ([www.budurl.com/ThisIsThePlace](http://www.budurl.com/ThisIsThePlace)) and my coming novel being shopped by Terrie Wolf (and on my life's experiences on those topics). And yes, I was a guest on at least a dozen radio shows because of that expertise. All you have to do is examine the subjects of your fiction and see how it relates to what's in the news.

**CHJ**

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

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**E-Book Tip:** After some experimentation with the upload of the newly formatted and expanded second edition of *The Frugal Editor* to Amazon's Kindle converter, I think it does a much better job with a Word file than it did with a .pdf file. For directions (nitty-gritty basics) for formatting your Word book for Kindle, go the Appendices of your [Frugal Editor](#) and then follow instructions step-by-step. I find things like this easier if I print out the instructions, but many do everything on their computer screen.

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You'll find a myriad of writer helps at [http://www.howtodoitfrugally.com/links\\_for\\_writers.htm](http://www.howtodoitfrugally.com/links_for_writers.htm). It includes a list of small presses of various kinds that I am familiar with.

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## Thank Yous

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

## These Hands Are Made for Writing . . .

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. . . featured my recent media release for the 2<sup>nd</sup> edition of *The Frugal Editor* which has been reformatted, updated, and expanded for Kindle. Dawn Colclasure includes articles by trusted writers like Peter Bowerman, book reviews on books that help writers and a whole lot more in her letter. You can subscribe at <http://dmcwriter.tripod.com/>

## Thanks to Gillian Felix . . .

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. . . whose Plain Talk blog may be just the place to reach your readers (women, business folks, activists). She interviews me February 27 at <http://dld.bz/dg9zA> and we'll talk a bit about awards, too. You can learn more about contests (articles, tips, resources) in the Writers' Resource section of my blog. <http://howtodoitfrugally.com/contests.htm>.

## Thanks to J. Q Rose . . .

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... for being part of my online book tour for the issue of the new reformatted and updated *The Frugal Editor* at <http://www.jgrose.com/2014/02/carolyn-howard-johnson-shares-five.html>

We had fun working together and gave away an e-copy of *The Frugal Editor* (the only form this second edition is in at this moment!) to one of her readers. J. Q. is a mystery/romance writer. You'll love the looks (perfect branding!) of her blog.

## Thanks to Nancy Famolari . . .

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... who wrote a detailed review of the newly formatted, updated, and expanded *The Frugal Editor* for her "Spotlight on Authors" blog. <http://nancyfamolari.blogspot.com/2014/01/if-you-write-book-you-need-frugal-editor.html>

## Thanks to Dr. Bob Rich . . .

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...and his eclectic "Bobbing Around" newsletter for a lovely review of *The Frugal Editor* assuring people they won't be bored silly by reading about grammar and editing. Ha! Find it at <http://bobrich18.wordpress.com/2014/02/02/bobbing-around-volume-13-number-7/#writing>

## Thanks to Joan Y. Edwards. . .

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...for her interview—part of the casual online launch of the second edition of my *The Frugal Editor*. Who knows what tips you might pick up if you tune into "Meet Carolyn Howard-Johnson, Author/Editor, Marketing Guru" <http://wp.me/pFvK-245>

## Thanks to Mindy Phillips Lawrence . . .

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...for sending out an endorsement of my how-to books to all her writing friends. She's a writer, poet, artist, and editor. I think I must be making her into a marketer, too. (-:

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Fun and Free: If you purchased the *Frugal Book Promoter* or the *Frugal Editor*, I'd love you to review it on Amazon or BN.com. Make it simple; just tell what part of it you found most valuable. If you do, send me the review link (URL) and I will send you a 35-page handout from one of my UCLA marketing classes. As a thank you, of course. [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

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**TIP:** In an article for IBPA (Independent Book Publishers Association), Joanna Penn (<http://TheCreativePenn.com>) says "I urge you to . . . repurpose your content. For instance, you can write a text article, and then you can tell about it in a video or a podcast,



include it in your newsletter, create a slideshow from it, and share it on social media sites." I've always called this process *recycling*, but there is a difference. *Recycling* means reusing an article exactly as it is (or very nearly) but on a different platform. *Repurposing* requires more juggling, but they are both excellent ways to make the time you spend promoting go farther—and in this case I mean it also extends the actual distance of its reach.



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

**Editing Tips :** As I was doing the final edit for the second edition of my *The Frugal Editor* (the e-book), I received some input suggesting I should use the adjective *grammatical* rather than the noun *grammar* when it was being used as an adjective. Makes sense. But I decided to check with my grammar guru June Casagrande without telling her my preference for *grammar*. (I liked it better because it sounded less forced). Here's what she said: "Just my opinion: 'grammatical mistakes' seems to call more attention to itself than 'grammar mistakes.' And because 'grammar mistakes' is no more vulnerable to criticism than 'paint store' or 'vacation day,' I think 'grammar mistakes' would be my preference." This little anecdote illustrates how flexible our language is. It also illustrates the difference between grammar rules and style choices. I think it should also serve as a warning that we should be very careful when we criticize someone else's editing choices. This difference between grammar rules and editing and style choices is one of the rarely discussed things that my [The Frugal Editor](#) helps you with. ~ June is the author of the brand new [Best Punctuation Book. Period.](#)

The Publishing Insiders (Paula Krapf and Penny Sansevieri) and I talk about book promotion on their BookTalkRadio program. I know you'll pick up some new tips or encouragement. <http://www.blogtalkradio.com/thepublishinginsiders/2012/05/29/no-money-out-of-pocket-shooting-your-book-to->

[stardom](#)



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

## Water Under the Bridge



Verna Simms, author of *Water Under the Bridge*

I seldom use my Itty Bitty for promoting an individual's work but I'm breaking the rule in this case, and for a good reason. I have a writing friend named Verna Simms and I think her story illustrates Carolyn's oft-repeated theme that we are never too old to follow our dreams.

Verna's very first novel is being published this week and she is having a book release party in Festus, Missouri at Books Galore across the street from the Festus Library on February 15th between 11am and 2pm. Verna started writing when she was 80. Now she has her first published book out at 93.

*Water Under the Bridge*, published by Rocking Horse Publishing in St. Louis, Missouri, tells the story of a family who invites two Mormon missionaries to stay with their family for two weeks. The family moves to Mesa, Arizona with their three children, soon to be four. Their fourth child, Amelia, realizes something strange about her father. By the time she is nine, she begins to understand the strangeness, and danger, better.

If you live near the St. Louis area, come and greet this phenomenal woman and writer on February 15th. She will be excited that you did.

## **LINKS**

### **Verna Simms**

<http://www.pattywiseman.com/personally-patty/author-verna-simms-92-publisher-first-book.html>

### **Water Under the Bridge: Amazon**

[http://www.amazon.com/dp/0991069536/ref=tsm\\_1\\_fb\\_lk](http://www.amazon.com/dp/0991069536/ref=tsm_1_fb_lk)

### **Books Galore**

<http://www.books-galore.com/>

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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 column. Find her at [www.mplcreative.com](http://www.mplcreative.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.budurl.com/RetailersGuide](http://www.budurl.com/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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## **Carolyn's Appearances and Teaching**

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📖. Teleseminar series for the Nonfiction Authors Association occur twice each month and they are just 30 minutes. All events are held at 10am PST / 1pm EST. On May 21 we'll talk about book proposals that sell and some editing tricks that will keep from marking you as an amateur when you make first contact with any gatekeeper. Get more details here:

<http://nonfictionauthorsassociation.com/upcoming-events-2/> and <http://nonfictionauthorsassociation.com/teleseminar-with-carolyn-howard-johnson-on-how-to-write-effective-book-proposals/>

Stephanie Chandler is CEO | Author | Speaker at Authority Publishing  
*Custom Book Publishing & Social Media Services for Busy Professionals*, 11230 Gold Express Dr. #310-413 | Gold River, CA 95670 | 877-800-1097 [www.AuthorityPublishing.com](http://www.AuthorityPublishing.com) | [Stephanie@AuthorityPublishing.com](mailto:Stephanie@AuthorityPublishing.com) Join the new Nonfiction Authors Association!  
Get a complimentary profile here: <http://NonfictionAuthorsAssociation.com>, [stephanie@authoritypublishing.com](mailto:stephanie@authoritypublishing.com)

**NEW!** 📖.Free Promo Day this year takes place on Saturday 31st May, 2014 at [www.PromoDay.info](http://www.PromoDay.info). You can reach founder and director Jo Lindsell at [promoday@ymail.com](mailto:promoday@ymail.com) to subscribe. I'll speak on "Never Tick Off an Agent Or How To Write (and Edit) Query Letters that Capture the Right Kind of Attention." Learn more about this free day at <http://www.pinterest.com/jolinsdell/promo-day/> or <http://www.promoday.info> . Follow Promo Day #PD14 on [Twitter](#) and/or [Facebook](#)

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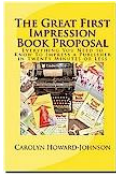
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(Fun with language from The *Washington Post* and other publications.)

**PRENATAL:** When your life was still somewhat your own.

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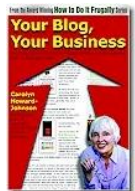
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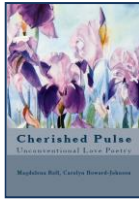
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## **Carolyn's Poetry**



Find Magdalena Ball's and my poetry fanpage at  
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*Cherished Pulse: Unconventional Love Poetry.*  
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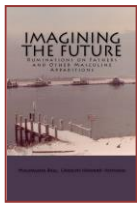
In print to be used as a greeting card or  
booklet: [www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)

For e-books:

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chapbook of poetry. Coauthored with Magdalena Ball.

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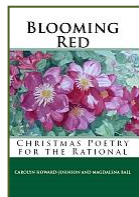


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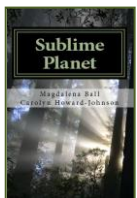
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<http://amzn.to/SublimePlanet> for paperback

*Tracings*, a chapbook of poetry (Finishing Line Press)  
<http://budurl.com/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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