

“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

FEB 13, 2015

Sharing with Writers Since 2003

A newsletter that is also a community. Share your ideas. Learn from theirs! Associated with the multi award-winning series of **HowToDoItFrugally** series of books for writers.
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From the Desks of Carolyn Howard-Johnson and Sharing with Writers Subscribers

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

In the spirit of the advice I give in [The Frugal Editor](#)—to use an extra pair of eyes whenever possible—this newsletter is voluntarily copyedited by Mindy Phillips Lawrence. Reach her at mplcreative1@aol.com. In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing boobos. We're all human. This newsletter is issued as often as my writing schedule allows. It's usually long, but I promise you it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

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## Contents

### Regular Features

- ~Note from Carolyn:
- ~Letters-to-the-Editor
- ~Thank You (where you also find leads and great resources!)
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: **Under the Library Umbrella:**

### Learning Resources for Gratis

~Carolyn's Appearances and Teaching  
~Wordstuff™ Fun with puns, metaphor, and other creative use of words.

## This Issue Only

~Guest Feature: **Terry Doherty from Reading Tub Shares Bookmark How-To**

## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

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<http://HowToDoItFrugally.com/newsletter> & [blog.htm](http://HowToDoItFrugally.com/blog.htm)

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

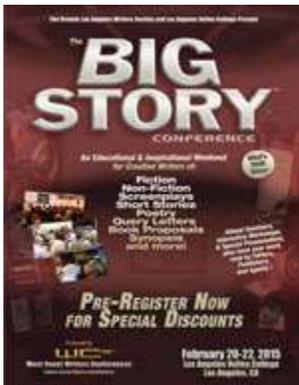
**Note: "Expensive" and "rule-laden" aren't necessarily the most effective or useful way to distribute a newsletter. I try to avoid the fancy (and less frugal) HTML services and am glad to be offering this letter on my own Indie terms. You can now download the current and recent back issues on my Web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

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Note from Carolyn

Dear Subscribers:

I'm excited about The Big Story conference because so many think of me as being only a marketer or only an editor when fiction and poetry are great loves of mine and my topic for this conference—dialogue—is one of the things too many authors don't know enough about. Please register and plan to join me at 4:30 on Feb 20 at Los Angeles Valley College, 5800 Fulton Ave, Van Nuys CA 91401, between Burbank and Oxnard Avenues. I know if you write fiction or plan to do so, you will love the lineup that Director Tony Todaro has planned. He has also snagged the historic Sportsmen's Lodge as the conference's official hotel—



just for you out-of-towners who want to be with us. Find the registration form at http://www.wcwriters.com/register/mw_registrationform.html.

I'll also be on a panel, "I Have a Great Idea for a Book -- Now What?" at 3 pm; we'll have a great Friday together.

Happy writing, marketing, and editing and a prosperous and creative 2015 Carolyn

PPS: I may take next month (March) off because I am caring for my husband who broke his back trying to fix the solar on our roof. Unless—of course—you send me so many tips and articles of your own that practically I all I have to do is copy and paste. (-:

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

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In the News: I'm excited about Harper Lee's first effort at a novel. I want to compare it to the results of the second (but the only one ever published up until now). The first, *To Kill a Mockingbird*, came about after her editor talked her into a rewrite. I'm especially excited because *To Kill a Mockingbird* has been a major inspiration for my fiction and many of my poems—in terms of theme, the choice of setting, and many other aspects of writing. I hope those of you interested in literary work will [preorder](#) her new one, *Go Set a Watchman*, so you receive it in July and e-mail me with your take on it and what you learned about rewrites right away! <http://bit.ly/LiteraryHarper> I just wish her book were being released in time for the fiction-writing conference mentioned above!

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



Accessible Contests



I'm so proud to be a part of this new contest for self-published books called the **North Street Book Prize**, offered by Adam Cohen and Jendi Reiter of WinningWriters.com in this space. I'm excited to support it because it includes all the extra benefits of contests that I like best—like critiques. Like being more frugal than many. Like offering something free just for entering—something that will help your writing career move forward.

Kindle E-Book Contest



Registration Page:
<http://form.jotformpro.com/form/42462687642967>

PROCESS--HOW YOU WILL BE JUDGED:

1. Books will be pre-screened by KBR staff and our amazing review team. We will initially read the "Look Inside" sample (90% of your score) and Amazon book description (10% of score). We're looking for books with a compelling book description, but more importantly, books that "grab us from the beginning" and make us want to read more. The screening process is an indication of your potential buyers experience with your book, as subjective as that is. Book covers will only be judged to settle a tie.
2. Your sample is enough for us to get a feel for the quality of writing and professionalism, and to get us excited to read on. Your book description should be compelling with zero typos. We recommend that you fix any typos on your book page and book file before submitting.

3. If your book passes "pre-screening" it will become a "Semifinalist" (20 max per category) and one of our top reviewers who love your genre will read the manuscript in its entirety.

CATEGORIES: The Following Genres and Related Sub-genres are Welcome.

1. Mystery/Thriller
2. Romance
3. Y/A
4. Sci-fi/Fantasy
5. Literary Fiction
6. Horror/Suspense
7. Non-Fiction

AWARDS: 7 category Winners will Receive \$350 cash, and \$900+ in promotion & tools.

1. **\$350 Cash to Each Category Winner** [Compliments of [The Kindle Book Review](#) (\$200), [Digital Book Today](#) (\$100), and [bookdesigntemplates.com](#) (\$50)].
2. \$200 in Free Promotion from The Kindle Book Review.
3. \$150 in Free Promotion from Digital Book Today.
4. \$50 in Free "Group" Promotion from Digital Book Today.
5. \$50 in Free Promotion from [KBoards.com](#).
6. \$448 in tools and training from Author Marketing Club [FREE 1-year Premium Membership (\$149 value), and FREE ticket to a "Virtual Event" (\$299 value) at [authormarketingclub.com](#)].
7. A FREE book template (Awesome Print Templates starting at \$37) compliments of "The Book Designer", Joel Friedlander, via [bookdesigntemplates.com](#)
8. All Semi-finalists, Top-5 Finalists, and Winners will receive a Contest Badge.

HOW MANY BOOKS CAN I SUBMIT?:

Authors can submit up to 2 titles max.

IMPORTANT DATES (Mark on your Calendar and watch your email/spam):

1. Submissions Accepted: Feb. 1, 2015
2. End Submissions: May 1, 2015
3. Announce Category Semi-finalists: July 1
4. Announce Top-5 Category Finalists: Sept. 1
5. Announce 7 Winners: Oct. 1

LANGUAGE:

All books must be written in the English language.

FORMAT:

All submissions must be in "mobi" format. This is the most commonly accepted Kindle format. You can get your mobi copy from your KDP account. Simply login to your KDP account, click "Bookshelf", and then click on your book. Next, scroll down to "**7. Preview Your Book**" and click on the "**Download Preview Book File**" link. Or you can go to draft2digital.com and get your MS Word doc professionally formatted to mobi for FREE. You do not have to publish at draft2digital.com to take advantage of their free formatting service. I highly recommend this site; their customer service is excellent. Please do not contact us regarding book formatting; we're going to be too busy reading to help you with this. If you have questions, contact KDP Customer Service, or draft2digital.com.

If you did not get a notification with complete rules in your e-mail box, [you can subscribe here.](#)



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 in the Appendix.



Tip: Big publishers have been using preorders as a promotion in advance of release for a long time. I remember preordering a J. K. Rowling book for my grandson who is a big fan. Did you know you can now do that on Amazon for your new e-book using one of the many promotion features offered free for Kindle e-books? Penny Sansevieri has an excellent article including how-to graphics on her blog: <http://www.amarketingexpert.com/boost-book-amazons-pre-order/>



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: June Casagrande is my go-to grammar girl when stylebooks and dictionaries are all disagreeing. She is the author of several grammar books published by the likes of Penguin and Ten Speed and writes a syndicated column called *A Word Please*. In this article, she reiterates the cry you have often heard from me in this newsletter and in my [The Frugal Editor](#), “Don’t trust the Internet for editing and grammar rules.” She even gives a list of articles from supposedly reliable sources that definitely miss the boat! (-: Here it is. Leave a comment for her and mention your book while you’re doing it. <http://www.glendalenevnewspress.com/opinion/tn-gnp-a-word-please-grammar-lists-often-forget-to-check-the-facts-20150116,0,5044084.story>

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

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Tip: Many folks (including authors) aren’t aware—unless they’ve read my [The Frugal Editor](#)—that many grammar “rules” aren’t rules at all. Take the word *slow*. Sure you can “go *slowly*.” But dictionaries define *slow* as an adverb and as a synonym of *slowly*. You’ve all seen lists of adverbs that don’t end in *ly*, right? These adverbs are called *flat adverbs*. Some grammarians place *slow* into that category and even on those lists. So you go right ahead and use *slow* as an adverb secure in the knowledge that picky grammar cops get things wrong. . .mmm. . .quite often!

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

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Tip: I hope you aren’t stuck in the last millennium when it was a given that books were dead after ninety days if they didn’t hit the bestseller lists before then. This is the Internet age and you can now reach millions of people with minimal effort to keep old books—even really old books—alive. Rev up your marketing machine. Maybe your new readers aren’t aware of your old titles. Reissue the old one (but don’t call it a second edition!) even

though it will have new pages in the backmatter that list all your titles with links and maybe an excerpt from your new book to encourage readers to buy the new one, too. Offer the old one for 99 cents when they buy your new book. Offer it free to your Goodreads or Facebook customers in return for a review (remember they'll see your ad in the backmatter for your newest book and maybe buy that one, too!). Bundle your new book with an old one at a discounted price that is less than the new one alone and bill it "Great reading for you *and* for a friend for less than it would cost for just one book." If you have other ideas about how to promote your own backlist books, send it to me with your name, your old book's title, and its buy link and I'll publish it in this newsletter as a tip.

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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 .

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Tip: Blog Talk Radio's *Tricks of the Trade* made me a YouTube star and there's tons of free info in it once we conquer the digital gremlins with a grudge against anyone usurping their territory! Hope you'll drop by and leave a thumbs up and a comment! Here's the info you need straight from host Morgan St. James: "Listen to Part 1 of *Writers Tricks of the Trade* show w/guest Carolyn Howard-Johnson, *The Frugal Book Promoter*
https://www.youtube.com/watch?v=v6cP8_X7MaM&feature=youtube_gdata Part 2 and 3 coming in the future."

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If you really want people (like me!) to repin the cover of your book or other of your book-related pins, you should have a board dedicated to your own work. That doesn't mean you can't pin you book cover on your other boards when they fit the theme, but consider the difficulty those who want to help you promote will have finding them if they can't go to a designated board—for either all your work or for pins related to your individual titles. If you need examples of how to do that, check my board at
<http://pinterest.com/chowardjohnson> .

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Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is usually no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail.

Something like: "MEDIA RELEASE: Subscriber's Success." Do peruse these successes so you'll have an idea of what to submit when you have a big success. In fact, read them in any case because you will find resources for publishers, contents, etc. for your own books within these announcements.

Maybe you haven't wanted to bother me because you know I'm playing nurse to my husband who broke his back, but I didn't get a single success story this month. Remember, you do need to e-mail me directly. If you've released a new book and send out mass e-mails, I don't know that you want me to run your success in this spot and I don't know if you are a subscriber. It's an example of how important subject lines in e-mail are!

Here's a baker's dozen of ideas to make BEA (Book Expo America) and other book shows easier and more productive: <http://sharingwithwriters.blogspot.com/2007/03/bakers-dozen-work-bea-frugal-way.html>. Please leave comments with ideas of your own--and links to your book's sales page.

Tip: Keep good photo records of everything you're doing now, especially anything commercial or kitschy. In 50 years you (and your book) might benefit. This photo reminded me of that. I remember it from when I was growing up in Utah in the 1950s—back when KFC wasn't known by its initials and my father knew all the KFC guys and Harman and brought home stories about them. So who would have known *then* that a snap would be going around the Web *now*?



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

Guest Feature

Mark Your Words - Creating Bookmarks for Marketing



By Terry Doherty

I'll let you in on a secret. Bookmarks are my favorite kind of marketing collateral from authors. I love them so much that I converted a five-compartment sewing box into my go-to spot when I need a bookmark for whatever books are currently on my nightstand.

I've also been known to use bookmarks in poster displays when I'm at trade shows as part of a collage to illustrate all of the. So when Carolyn asked me to write an article on how to create bookmarks, I said "sure."

I actually use them as part of a collage to illustrate all of the wonderful books that have garnered the Mom's choice award or are part of my Reading Tub Web site. I never cover up any book covers or info that would keep people from buying, but visitors to the booth like exploring the boards (it is a 3' high tri-fold) and all the cool options in children's literature.

Bookmarks are not only easy to make, they are highly portable. They fit in your purse, laptop bag, briefcase, etc. A bookmark also stands out more than a business card - making it more memorable for the person who has it. They fit nicely on the bulletin board in your local coffee shop, too!

A Step-by-Step Guide to Making Your Own Bookmarks

Supplies

- cardstock quality paper (white, ivory, ecru recommended)
- high-quality image of your book
- paper cutter
- laminator (optional)

Not that long ago, I would have recommended that you create your bookmark using a word processing program (like Microsoft Word) or a Presentation or drawing program (like PowerPoint, Google Draw). Those are still great options.

However, I would also suggest that you consider www.canva.com. This is a browser-based design tool that will let you create all kinds of visual marketing products. You can use one of the pre-sized templates or create a custom size to meet your needs.

THE STEPS...

1. Determine the purpose of your bookmark. Is it for readers to use? Are you handing it to potential book buyers? Is it to announce a specific event? Is it a "preview" for a not-yet-released title?
2. Decide on the bookmark style you like. Although the "tall rectangle" is the most common size, it isn't the only option. My [Bookmarks Resources Guide](#) (issuu.com) has links to websites with bookmark ideas, as well as templates that you can print.
3. Plan your format. Decide whether you are creating a one-sided or two-sided bookmark. This not only helps you decide how much information you have room to provide, but also helps with layout.
4. Design your bookmark. Going back to Step 1, think about the important elements of your bookmark. All of your bookmarks should have an image related to your book. It might be the book cover, maybe the main character, or maybe an interior image.
 - For readers you might include a quote from the book or an endorsement citation.
 - For book buyers, you want sales-related metadata.
 - For events, you want invitation-style content [when, where, et al]

As much as I love bookmarks, I don't love squinting my eyes. Tailor the bookmark to the audience - even if it means creating different ones. Please don't shrink fonts so much that we feel like we're reading "the fine print."

5. Beta test your draft. Create three or four versions, then share them *virtually* with readers to get their opinion. Have a contest on your blog [or Facebook | Google+ | ...] page to collect votes. Share them in a newsletter and ask for feedback.

6. Take the fan favorites, finalize the design, and print them. Depending on how many colors are involved, how vivid they are, or if you want to use a dark background, you might want to send your "proof" to a local printer.

If trimming the bookmarks is part of the price, then by all means, have the print shop cut the bookmarks for you. Otherwise, bring home the sheets and do it yourself. To ensure that "professional edge," I would recommend using a paper cutter, not scissors.

Voila! You're ready to market your book.

Readers of Carolyn's books already know what my last bit of advice will be: never leave home without some of your bookmarks. You never know when you'll strike up a conversation that turns to a book discussion, spot someone on the bus who is using a ripped piece of paper for a bookmark,

or find a spot on the deli Community Board just perfect for adding your advertisement.

ABOUT TERRY DOHERTY

Terry is the Founder and Executive Director of The Reading Tub, a nonprofit for family literacy. She is passionate about connecting authors and readers, with the primary goal of eradicating childhood illiteracy by helping families understand the importance of reading together. Through the [Reading Tub's Author Showcase](#), Terry has been helping independent authors with discoverability for nearly 20 years. Contact Terry if you're interested in the showcase. Sharing with Writers subscribers can receive a Top Shelf Promotion package with a Shelf Starter donation. Click here to learn more: http://thereadingtub.com/featured_authors.php

Terry also writes a regular column on social media marketing for [Publishing News](#), the Independent Book Publishers Association blog. Last but not least, she is the Director of Honoree Marketing for the Mom's Choice Awards and hosts [their MCA Academy marketing webinars](#)



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

New Story Conference



I already told you about the Big Story Writers Conference, but I didn't tell you that you can bring a writer you love free! Yep, a Valentine's gift from Tony Todaro, the director, and then again from you to someone special!



**Give a Gift That Will Last Forever!
Bring a Friend or
Fellow Writer to the
Big Story
Conference ...Free*!**

Find the registration form at http://www.wcwriters.com/register/mw_registrationform.html. In fact, if

you'd like to come with me, the first person to send me an e-mail shall be my guest on Friday, Feb. 20th. You are all my Valentines!

Trusted Peer Offers Web site Class at Women on Writing Web Site

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Get Website Traffic with Inbound Marketing

Learn the tips, tricks, and strategies to the four core elements of inbound marketing: optimizing your website, blogging smart, email marketing, and social media marketing.

It's a 4-week interactive, in-depth e-class through WOW! Women on Writing.

Check it out today. Just **CLICK HERE** for details.

[http://wow-womenonwriting.com/classroom/KarenCioffi\\_WebsiteTrafficInboundMarketing.php](http://wow-womenonwriting.com/classroom/KarenCioffi_WebsiteTrafficInboundMarketing.php)

## **Call for Creative Stories About Teachable Moments**

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Calling all teachers, coaches, trainers, family members, neighbors, business leaders, writers, or anyone, anywhere, at any time, who has taken advantage of a teachable moment. I am requesting such stories for my next book, *Seizing the Teachable Moment*.

The teachable moment is any *unplanned, out-of-the-blue* comment or event that can be used as a learning opportunity. It is a spontaneous response that addresses whatever sparked the enthusiastic interest of an individual or group. It is a fleeting opportunity to address a sudden interest or burning questions in the here and now, when listeners are most open, engaged, and receptive.

Sometimes the teachable moment causes only a brief digression from the subject at hand. Other times, the teachable moment can evolve into a lengthy lesson, or a full-blown unit of instruction, a lifelong interest, or a new hobby. Such teachable moments are unusual, and unlikely to occur again; a time when everyday occurrences can turn into something extraordinary. (Consider my 11th nonfiction book, *The Cockroach Invasion*, in which ka-jillions of cockroaches took over my third grade classroom.)

Contact:

Dr. Sherry L. Meinberg

(562) 425-1596

sherrymeinberg@verizon.net

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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>



Tip: Amazon Kindle singles can benefit your book!
<http://www.amarketingexpert.com/new-kindle-singles-can-benefit-book/>. I wish I'd written this. That's one of the highest compliments an article or book can get! I tried singles back when Amazon called them shorts and like them but the new reading time prompt that singles now include makes them very appealing to the busy reader, and aren't we all busy?



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!



Quote: In the News: Little Pickle Press publisher Rana DiOrio says, ". . . When you solicit the opinions of interested parties [about your book cover choices], you not only create a powerful cover; you also establish a community of people who consider themselves stakeholders in your book's success." Of course, that goes for soliciting all kinds of peer reviews and even endorsements. Learn more about Little Pickle Press by e-mailing Rana at rana@littlepicklepress.com. Learn more about peer reviews as an aid for editing and revision from *The Frugal Editor*, <http://bit.ly/FrugalEditorKind>.



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/blogging-chapter-excerpt/>. Phyllis is also the author of the e-book TOP TIPS FOR HOW TO PUBLISH AND MARKET YOUR BOOK IN THE AGE OF AMAZON at <http://www.amazon.com/Tips-Publish-Market-Your-Amazon-ebook/dp/B009RBJW3E>



Tip: Brigantine Media is looking for ideas for their Rules Books. Get ideas from the ones already published at <http://www.therulesbooks.com>.

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

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On Poetry

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

## Brain Cancer Inspiration?

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The *LA Times* reports on a woman who has had three brain tumors and as she fights the third has lost her ability with math and numbers but finds that she is more inspired to write poetry than ever before. I am in awe of Judi Kaufman who says she "lost all inhibitions" and now meditates on cancer, death, sex, religion, and other topics that her "old self would have thought better untouched." We can take a page from her book. The less inhibited we are, the greater honesty. The greater honesty, the greater poetry.

Poet, Songwriter Rod McKuen Dies

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The man immortalized on Frank Sinatra's album, *A Man Alone: The Words and Music of McKuen* with verse read as well as songs sung, is gone at 81. His words seem a tribute and a warning to all of us:

"I discovered I was older,  
even old. There was  
No sudden melancholy  
or regret, and yet  
Some sadness in the wonder  
that it happened  
When I wasn't watching . . ."

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

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**Tip:** If I had my way, I'd speak 100 languages fluently. Until then Google's Translate app will have to do. It can translate most any language (38 of them!) I need when I travel, and it is a great when I need help with foreign language phrases I often use in my poetry. It's now available for that new iPhone I love so much! I wish I'd had this app when I was studying in St. Petersburg. I could have pointed my camera at a subway sign (They use Cyrillic only in St. Petersburg;s subways), and managed to get around lots better than I did.

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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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**In the News:** *Publisher's Weekly* reports that Amazon will open its [first staffed pick-up location](#) on a college campus at Purdue University. They have co-branded with school stores like the University of California Davis and U Mass at Amherst in the past, but this is the first college "convenience spot." I see this as a brilliant branding effort. As the concept continues to grow, it will give Amazon's brand as a provider of books and other essentials to a massive book-reading audience, a young audience that will continue to be part of their clientele for a long, long time to come. What can we authors learn from this marketing move?

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

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**Tip:** If you missed Joan Stewart's important tip on getting helps from Google in the last issue of this newsletter, you can access it again at

<http://sharingwithwriters.blogspot.com/2015/02/thank-heavens-for-joan-stewarts-leads.html>

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

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

## Thanks to Samanthi Fernando. . .

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. . . for posting her lovely review of the Valentine’s book I coauthored with Magdalena Ball on her poetry blog at <http://starsafire.starrayz.com/wordpress/2015/01/love-poetry/>.

Thanks to Pauline Field . . .

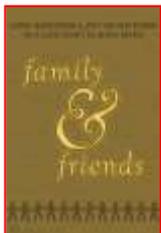
~~~~~  
. . .of 50/50 Leadership newsletter for reprinting my *Back to Literature Column* for MyShelf.com. Find it at <http://5050leadership.com/PDFnewsletters/January%202015.pdf>

## Thanks to Jamal Abukou. . .



~~~~~  
. . . for reviewing Magdalena Ball’s and my *Sublime Planet* book of poetry. His review showed up out of the blue at AuthorsDen.Com (<http://www.authorsden.com/visit/ViewWork.asp?id=62883&authorid=1713>). I love Author’s Den for a whole litany of reasons and have been a member for years. There is a free level of membership.

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Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring “the ampersand as fun & fabulous art”—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 <http://www.amazon.com/advantage> 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> Chaz's posters are perfect for gifts and decorations! 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](#)

Under the Library Umbrella: Learning Resources for Gratis



By Mindy Phillips Lawrence

I had the joy of speaking to my local library recently about the services that we provide where I work. In exchange, I learned about the services that my local library offers to its patrons. Some of those resources are great helps to writers who need to research their work and learn new skills. In fact, a library card can be the most frugal item you ever own. For example:

Many libraries carry a subscription to www.ancestry.com, a not too cheap service run by the Latter Day Saints. It is one of the deepest founts of information on genealogical research available. Writers can use it to develop family trees for their characters and learn about the history of their ancestors. The library often offers this service to those with a library card. Patrons may have a set amount of time they can access the service, but it's free! I discovered a relative of mine was killed by a bull at 33. What an interesting component for a story!

If you want to learn computers better and how to use them for your writing business, then www.Lynda.com will help immensely. You can join for \$25 per month, up to the premium level for \$375 per year, or you can see if your local library has usage for free, as mine does. Lynda offers courses on Wordpress, Photoshop, photography, web development, and Excel. Many of these courses can be of great benefit to writers, particularly writers who want to design their own Web sites and track their sales using Excel.

And if you don't *habla español* but want your character to speak that language, www.Mango.com can help you learn the basics. Check to see if your local library is connected to this site. It offers a large number of languages to explore.

You can Google your local library and see what they offer. It's usually much more than you ever dreamed.

LINKS

- www.Ancestry.com
An excellent source for genealogy research. A way to build your characters and know the history behind those who immigrated here in the past.
- www.Lynda.com
And excellent site for computer learning as well as other areas of knowledge.
- www.Mango.com
Access to tutorials on many languages. A good way to build conversations with the flavor of others cultures.

Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on an e-book edition of the best of her Itty Bitty columns originally published in Carolyn Howard-Johnson's SharingwithWriters newsletter. Contact her at: mplcreative@yahoo.com

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

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

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Tip from Midwest Reviews: Beth Cox, editor of the Beth Cox Report newsletter, says, "I'd like to start by reminding every author, publisher, and publicist out there that the post-Christmas months are the offseason for the Midwest Book Review. That means if you submit your book for review consideration now, then you'll have substantially less competition than usual! By far the number one reason that we have to pass on any submitted book is "too many books, not enough reviewers." Beth says, "Anyone who enjoys the Jim Cox Report and Beth Cox Report monthly open letters is welcome to send us an email at MWBOOKREVW@AOL.COM and ask to subscribe. Alternatively, we archive all Jim and Beth Cox Reports on our website at <http://www.midwestbookreview.com/bookbiz/jimcox.htm> and

<http://www.midwestbookreview.com/bookbiz/bethcox.htm>. Our review submission guidelines are also available on our website http://www.midwestbookreview.com/get_rev.htm.

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

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Carolyn's Appearances and Teaching

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NEW! 📺 The famous Marnie Swedberg interviews Carolyn at Marnie's Friends Radio Talk on Wednesday, 4/1/2015 3-4 PM CT 4-5 Pacific time on 10 Mistakes Authors Make. Produced by Maxwell Foster, www.MarniesFriends.com, www.Marnie.com. Please set aside 60 wee minutes so you can correct any mistakes you might be making.

NEW! 📺 The Big Story Writers Conference for fiction writers. See my note at the beginning of this newsletter and the Valentine offer farther down.

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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. Sign up in the left-hand column. Find related resources by scrolling to the bottom of the blog.

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Questions that haunt me: WHY DOES A ROUND PIZZA COME IN A SQUARE BOX?

~Contributed by subscriber JM Sample

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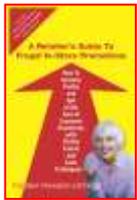
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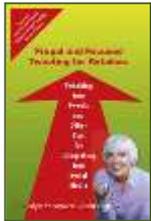
The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)



A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques

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

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

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

Carolyn's Fiction and Creative Nonfiction

This Is the Place: <http://bit.ly/ThisIsthePlace>

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

Carolyn's Poetry



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



Cherished Pulse: Unconventional Love Poetry. Coauthored with Magdalena Ball

Order e-book: <http://bit.ly/CherishedPulse>

In print to be used as a greeting card or booklet
<http://bit.ly/CherishedPulse>



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

<http://bit.ly/MothersDayKind>



Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions. Coauthored with Magdalena Ball
To order as an e-book or paperback:

<http://bit.ly/Imagining>



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

To order as an e-book or paperback:

<http://bit.ly/DeeperPond>



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

USA Book News finalist, Silver Award from Military Writers' Society of America

To order e-book or paperback:

<http://bit.ly/BloomingRed>

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

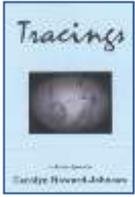


Sublime Planet, a full book of poetry celebrating Earth Day. Coauthored with Magdalena Ball.

Photography by Ann Howley. Proceeds go to the World Wildlife Fund.

To order paperback or e-book:

<http://bit.ly/SublimePlanet>



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

Contact Information

Websites

<http://HowToDoItFrugally.com>

For special help for fiction writers

<http://www.fictionmarketing.com>

Blogs:

<http://SharingwithWriters.blogspot.com>, a blog on all things publishing

<http://TheFrugalEditor.blogspot.com>, 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.

Pinterest: Repin one of my book covers, I'll pin yours to one of my boards. <http://pinterest.com/chowardjohnson>

Tweeting at:

<http://twitter.com/frugalbookpromo>

<http://twitter.com/frugalretailing>