

"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

January, 2015

Sharing with Writers Since 2003

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

www.howtodoitfrugally.com

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

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

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

This newsletter is powered by AuthorsDen.com.

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## Contents

### Regular Features

- ~Note from Carolyn: **Sharing a Pre-Publish Contest**
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- ~Thank Yous (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.)
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- ~Author Successes
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### This Issue Only

- ~Q&A a la Ann Landers: **Wahhh. I Don't Want To Lose All My Amazon Reviews!**
- ~Q&A a la Ann Landers: **Keeping Our Goals Focused On Our Personal**

## Needs (and Keeping Ourselves Positive Enough to Forge On!)

### 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>

To subscribe to SharingwithWriters newsletter:

[http://HowToDoItFrugally.com/newsletter\\_&\\_blog.htm](http://HowToDoItFrugally.com/newsletter_&_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 effective ways 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 am excited about the contest my new novel won and wanted to let you know about it. No, you can't read the whole novel yet. It is still being shopped by my agent, Terrie Wolf at AKA Literary. Still, winning WritersAdvice.com's Scintillating Beginnings contest gives Terrie fodder (I hope!) that may help sell the book to a great publisher and that's why I want to tell you about it. There are very few (if any!) pre-publish contests like this.

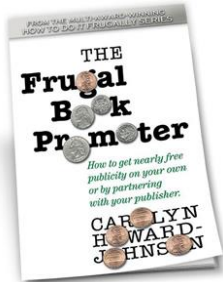
[This Land Divided](#) has a character in it based on my grandmother, a woman with hair as red as the rosé she hid under a dishtowel in the cupboard so no one would know she was nipping and a disposition as fiery as her hair. Writing her character was a joy and, I think, its what gave it an edge in this first-chapter contest. It's her photograph at the left.



[B. Lynn Goodwin](#) runs several contests a year for her [WritersAdvice.com](#). Her contest is one of the suggestions I give to writers who come to the Writers Resources section of my [HowToDoItFrugally](#) Web site. The tab for this section is near the top of the page at <http://howtodoitfrugally.com> and the landing page will lead you to the Accessible Contests page and many others. One even includes a list of Accessible Reviewers. I hope you'll check out Lynn's

WritersAdvice site for contests and other writers' aids, too. I hope you'll also read the first chapter from *This Land Divided*. It can now be considered a winner! (-:

Happy writing, marketing, and editing Carolyn



PS: Asking a favor. I have a new [video presentation for Author Learning Center](#). I'd love you to go by and leave a comment and also learn from some of the other author interviews the Learning Center is offering. You can follow the Center on Twitter @authorlearning and follow the manager of the center Nicole Baker @knicolebaker. My Marketing Must-Haves for New Authors is at

https://www.youtube.com/watch?v=0rWUMd_c34w

PPS: You have probably noticed I think <http://Twubs.com> is a lot of fun and a great way to make hashtags do some heavy lifting for your online marketing. I just started a new one: <http://Twubs.com/CarolynsPoetry>. You'll find my other feeds for it at http://howtodoitfrugally.com/social_media.htm. Let me know if you start one or develop new ways to use this Twubs for promoting your book.

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

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Opportunity

Help for SWW Subscribers



Subscriber Debra Eckerling, founder of [Guided Goals](#) and [Write On Online](#), website and community for writers, has a goal to get at least 100 surveys from bloggers for a new project. She asks for permission to quote (which might be good for your marketing!), but you don't have to give it. If you're game to help a fellow writer and do something that could potentially help your own marketing, go to <http://bit.ly/DEBBlogSurvey>.

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I am eagerly awaiting 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.

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Tip: Look what I found in a recent e-mail from my Publicity Hound, Joan Stewart! "If you can eventually amass more than 100 legitimate reviews, Amazon will consider paying for Google pay-per-click ads, and ads on Facebook and other sites, to pull people onto your Amazon sales pages." It's a good lesson in opening your newsletter e-mails (the ones from me and the ones from Joan). You never know what good stuff you might find there! Find Joan at <http://publicityhound.com> and sign up for all her mailings.

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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 .

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Accessible Contests

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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.

### Call for Entries for 2016 [Next Generation Indie Book Awards](http://howtodoitfrugally.com/contests.htm)

This is a contest that has worked well for me in the past. I recommend it on the writer's resource section of my Web site, <http://howtodoitfrugally.com/contests.htm>.

It offers over 70 Categories - **More than 70 Awards** - with over 70 monetary prizes totaling more than \$10,000 in cash, including **\$1,500 cash prizes plus trophies** for best fiction book and best non-fiction book, \$750 cash prizes plus trophies for second best fiction book and non-fiction book and \$500 cash prizes plus trophies for third best fiction book and non-fiction book!

Entry Deadline for the 2016 awards program - February 12, 2016.

The Next Generation Indie Book Awards is the largest **NOT-FOR-PROFIT book Awards program** for independent authors and publishers and the only book awards program of its kind offering more monetary prizes, more awards, recognition and exposure including exposure to a leading Literary Agent for possible representation in areas such as distribution, foreign rights, film rights, and other rights!

Awards given to the Finalists and Winners of the 2016 Next Generation Indie Book Awards are:

- **\$1,500** cash prize and trophy awarded to the best Fiction Book
- **\$1,500** cash prize and trophy awarded to the best Non-Fiction Book
- **\$750** cash prize and trophy awarded to the second best Fiction Book
- **\$750** cash prize and trophy awarded to the second best Non-Fiction Book
- **\$500** cash prize and trophy awarded to the third best Fiction Book
- **\$500** cash prize and trophy awarded to the third best Non-Fiction Book
- **\$100 Cash Prize and a Gold Medal** awarded to the winner of each of the more than 70 categories
- Finalist **Medals** will be awarded to up to four finalists in each of the more than 70 categories

Winners and Finalists will also receive:

- An invitation to the **gala awards ceremony** held at an outstanding location in Chicago in May 2016 (during Book Expo America).
- **Exposure for a full year** at [www.IndieBookAwards.com](http://www.IndieBookAwards.com) as a Winner or Finalist.
- All Winners will be listed in the 2016 **Next Generation Indie Book Awards Catalog**, which will be distributed to thousands of book buyers, media, and others!
- The opportunity to display Finalist or Winner **gold award stickers** on your book.
- Other benefits of an award-winning book (such as potential **increased revenue**).
- **PLUS**, the top 70 books will be sent to be reviewed by New York literary agent Marilyn Allen of Allen O'Shea Literary Agency or one of Ms. Allen's co-agents for possible representation in areas that could **generate even more revenue** for your book (unless an entrant prefers not to have their book forwarded to the agent). Ms. Allen has over 25 years of sales and marketing experience, including serving as Senior Vice President, Associate Publisher, and Director of Marketing for **Harper Collins** and directing sales and marketing teams for **Simon & Schuster, Penguin Books** and **Avon Books**. Ms. Allen has had the pleasure of working with many best-selling authors including **Stephen King, Ken Follett, Barbara Kingsolver, John Gray, Mary Higgins Clark**, and many more.

ENTRY GUIDELINES AND CATEGORIES: For complete entry guidelines AND to see a list of the over 70 categories you can enter go to <http://www.indiebookawards.com/entryguidelines.php>

## **A FRUGAL BOOK PROMOTER RECOMMENDATION**

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Hopewell Publications runs several contests that I have entered with some luck for a long time. Most include generous prize money and publishing opportunities including publishing winners in the anthology "Best Writing of 2015" and other years. Find it at <http://www.hofferaward.com/Eric-Hoffer-Award-registration.html>. Jan 21 deadline.

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I love grammar guru June Casagrande's new book [The best punctuation book. Period.](#) (<http://bit.ly/PunctuationBook>) because it covers a little about style choices, too. I also like it because it covers some things rarely addressed like slashes and backslashes we're seeing more of these days and single quotation marks (which are often misused). It makes a fine companion to my [The Frugal Editor](#) that tackles punctuation along with formatting, the editing process, choosing a great editor, and even formatting directions for uploading an e- book to Kindle found in the Appendix.

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Quote: If you find Twitter frustrating because of the lack of response, fear not. Book Promotion Guru Penny Sansevieri says, "Slow growth is healthy on Twitter. It's about building relationships." That means giving help and getting help.

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

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Did You Know: There is a term for great book covers like the one Paul Bacon designed for *Catch-22*. His style has become so famous it's called "The Big Book Look." It is marked by the large lettering I keep telling you about and a small image. Unfortunately, Paul died in June of 2015, but he left a legacy for all of us to emulate when we can. My cover designer [Chaz DeSimone](#) swears by it. You can see more of his amazing work such as *Zen and the Art of Motorcycle Maintenance* by going online. He also designed record album covers for the likes of Dizzy Gillespie, Thelonious Monk, and other jazz greats. You'll also see that he liked putting his titles in all caps. By luck or design he was the king of bestsellers' covers.

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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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[Q&A A La Ann Landers](#)

Wahh! I Don't Want to Lose All My Amazon Reviews

QUESTION:

Do you lose your Amazon reviews when you publish a second edition of your book?

ANSWER

You can get Amazon to post reviews from the first edition to the second through Author Connect (now called Author Central). AND, you can get them to put a referral widget from the first edition to the second. They tend to

move this widget around, but it's always been near the top of the first edition buy page (though not as prominent as I'd like to see it!). You can see what it looks like on this page for the first edition of *The Frugal Book Promoter* (http://www.amazon.com/Frugal-Book-Promoter-What-Publisher/dp/193299310X/ref=sr_1_15?s=books&ie=UTF8&qid=1452289798&sr=1-15&keywords=carolyn+howard-johnson). Do know that Amazon only transfers all of the reviews from first to second editions in mass; they won't let you pick and choose. So if something in the first edition has been criticized and you fixed it in the second edition, they won't discard that review. Your only recourse is to use the comment feature to dispute the claim—maybe with a thank you for helping you correct that flaw in the second edition.

Just an extra here: If you are tempted to just update your old edition rather than publish a new one, you may be losing more marketing opportunities than you ever dreamed of. Do know that a second edition should have something new about the cover (like the words second edition) or a whole new cover and at least 10% new content). To retain branding, consider maintaining the color scheme, font design or one or more of the other design elements from the first edition.

CHJ

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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 so and tell me how I can help you as a big thank you. I have aResources for Readers section of my Web site. We might fit your book on that page with a link. www.howtodoitfrugally.com

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Editing Trivia: Sometimes words mean different things to people who work in different disciplines. Sometimes, that can be important in both the understanding of what we read and in editing for a particular audience. The word "corn" is one of those. To anthropologists and many others "corn" is not just the agricultural product known as maize; they may take it to mean a cereal crop of any kind. You may read about "Roman corn." It is not the stuff of popcorn or corn on the cob dripping in butter and salt. It is probably wheat—or even barley. Often any grain can become "corn" in translation when a specific grain is uncertain.

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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: One of my favorite promotion partners is Bookbuzzr.com. Get to know Freya who runs a blog on the site. She just ran an excerpt from [The Frugal Book Promoter](#) on it. It's a case study covering my fave e-book and [cross promotional marketing idea](#). <http://dld.bz/eexQs>. I know you'll be able to adapt the information in it to any genre you write in!

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Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*, www.bit.ly/FrugalBookPromo. Most new writers are under the impression that that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in [The Frugal Editor](#), too

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Author Successes

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

Samanthi Fernando Publishes New Poetry Book

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A well-spent 2 week staycation over the holidays, sifting through 3 decades of poetry to put together 50 gems of friendship in 1 book = [Sparkle Forever](#)

Every Author dreams of a particular book from the very beginning. For me [Sparkle Forever](#) is that book. The friends who give me great love made this creation possible. Inspiring me to showcase bright imagery and universal emotions throughout the book—making it suitable for any audience.

Preview *Sparkle Forever: Inspirational Poetry* by [Samanthi Fernando](#).  
<http://starsafire.starrayz.com/wordpress/books/sparkle-forever/>

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**Tip:** 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 under the comments: <http://www.writersonthemove.com/2016/01/fake-reviews-pros-and-cons-of-amazons.html>

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Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you need an e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. [You may find a widget there offering a free app to make your download easier.]



Choose Kindle. After you've done that, the site gives you several options or platforms for that book so you can buy the e-book for yourself or to send one as a gift to someone else whether or not you (or they!) have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14Ock0W>.

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**Editing Tip:** Longtime subscriber (and amazing book cover designer) Chaz DeSimone sends me this [must-read link](#) that you can add to your permanent editing file:

Using "they" in the singular has been a broken rule that's been leaning toward acceptability for a long time. It's so awkward to do the he or she bit and choosing just he or she is always risky. Someone is going to be insulted including people who don't identify with either gender. And trading around between he and she is just plain confusing. I don't go along with this kind of proclamation until the Chicago Style Book says it's okay. The book industry is fu-u-u-ssy!

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

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## Opportunities

### **\$5 Book Fair Bargain**

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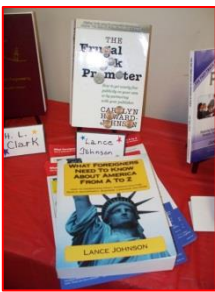
Authors for Authors (*AuthorsForAuthors.com*) sponsors the *Meet the Authors' Book Fair* on November 23-24, 2013 at Eau Gallie Civic Center in Melbourne FL 32935. If you would like your book on display for two days at the book fair, but are unable to attend in person, this may be the opportunity you've been waiting for!

1. Books will be displayed face forward on book rest for both days of the fair
2. Business cards will be displayed with your book(s)
3. Cost is \$5.00 per book—cash only
4. Mail book and business cards prior to November 15, 2016
5. Please enclosed a SASE if you want your book returned

6. Remaining books will be donated to one of these projects

- ✦ Military Operation Paperback
- ✦ Honor Our Educators
- ✦ Adopt A Classroom

Enclose your books, business cards, and cash fee, in a zip



lock bag. Mail to:

Valerie Allen, P. O. Box 120053 West Melbourne, FL 32912-0053

Note: I display my books at this fair every year. The fair administrators even send you a picture of your book's display!

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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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**Twitter Quote #2:** Penny Sansevieri also says, "Don't be afraid to talk to your idols [on Twitter]. Though you aren't guaranteed a response, everyone is equal on Twitter." She's right. I once had Laurence McDonnell answer me when I commented on his editorial about "words matter." He's at @Laurence.

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Frugal. Free is always frugal. It's my Resources for Writers pages at <http://bit.ly/CarolynsResources4Writers>. Browse for tips on every page, read how-to articles, and get lists and other resources you really cannot do without!  
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**In the News:** Amazon has decided to close Shelfari <http://www.shelfari.com> and is allowing reviewers, authors, and readers to transfer reviews they have posted there to the other site it owns, Goodreads. If you have invested time in the Shelfari site, don't wait to tackle this task. It will be worth it for you to take the time to do it before Shelfari closes. This can only increase traffic at Goodreads <http://www.goodreads.com> and that is a plus for writers and readers.

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You'll love the information on blogging for authors that Phyllis Zimble Miller and I wrote with fiction writers in mind--see <http://www.fictionmarketing.com/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>  
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**Q&A a la Ann Landers**

## **Making Our Goals Personal Resolutions**

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QUESTION

How do I set goals and plan for the new year when I am new to publishing and how do I avoid getting discouraged as I try new marketing and promotion techniques for my book?

ANSWER

Because the answer to this question is different for most every author, I suggest in my [The Frugal Book Promoter](#) that authors use the basic template of their media kit to track their achievements. Many of us tend to negate or dismiss a success once we've achieved something we always dreamed of. It helps us remember stuff we forget. It helps to have a visual of the upward arc of our careers so we are encouraged to forge ahead. And, yes, it helps us evaluate what parts of our promotion are working and what is not.

I would feel remiss if I didn't also say the very best thing for those new to publishing to do is read, read, read. Reading stuff on the Web can be good, but full books are better. They give you context and if you choose writers (advisors!) who have been around a while, the advice you get can be trusted. And read more than one. Most marketing rules are not written in stone. And you'll get new ideas for tackling and solving different problems in every book. I list my favorite marketing books in the Appendix of *The Frugal Book Promoter*, too. They are sometimes the books I learned from and sometimes the new ones that have been published that I think are excellent. I also list a few books that I don't think are all they're cracked up to be.

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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)**

## Sharing One of My Published Poems . . .

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I want to share a poem about a traditional village I visited that was honored by UNESCO, Shirakagwa Gokayama. As you may know, travel is inspiration for many of my poems and this one was published by Cylamen and Swords.

http://www.cyclamensandswords.com/poetry_december_2015_1.php

Sharing My Fave Online Review Journal . . .

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Couldn't help using this moment to share with you my favorite online review journal, The Midwest Book Review. I just received my favorite review of all time from Editor-in-Chief Jim Cox, this one lauding my new release, *Imperfect Echoes*. I love those

adjectives he uses (a departure from my own editing self who warns authors against the overuse of adjectives!).

<http://thenewbookreview.blogspot.com/2016/01/titleimperfect-echoes-subtitlewriting.html>

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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). And I set up the ad using your book cover image, pitch, and link.

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**Twitter Tip 1:** Embed a Twitter widget on you Web Site to display your stream of brilliant tips and teases for your book as you enter them.  
<https://dev.twitter.com/web/embedded-timelines/user>

**Twitter Tip 2:** You can get free Twitter apps on your iPhone, Android, Blackberry or other smartphone at <https://twitter.com/download>. It lets you keep up with conversations when you are out and about. It saves me “real” computer time.

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

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## Thank You

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

## Thanks to Wanda Lutham. .

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...for reprinting Pat Fry’s tip on the usefulness of the Kindle e-book widget in her [Wanda Luthman’s Books](#) blog. She is the author of *The Lilac Princess*.

Thanks to Gillian Fellix . .

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. . . for including my experience with writers’ block on her ever-helpful blog:  
<http://www.plaintalkbm.com/writers-block/?platform=hootsuite>

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Thanks to Freya and Vikram of Bookbuzzr. .

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... for their interview featuring my experiences at <http://www.bookbuzzr.com/blog/author-interviews/an-interview-with-carolyn-howard-johnson-creator-of-the-how-to-do-it-frugally-series-of-books/> You'll want to see what the biggest mistakes new authors make with their books.

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

## Writing the Authentic YOU

Mindy Phillips Lawrence

In the February issue of "O, The Oprah Magazine" on page 122, there is an article on artist Hawa Diallo. Hawa was the head caretaker for Caldecott-winning children's author Charlotte Zolotow as she was dying in November 2013 at the age of 98. Charlotte was children and cookbook author Crescent Dragonwagon's mother. As Hawa was taking care of Charlotte, she developed her skills as an artist—first very slowly and then as a rush of enthusiasm and creative need. Crescent noticed and wanted to help her succeed.

Hawa is from Mauritania and left that country as many were being murdered and tortured. It was by a number of fortuitous events that she wound up in this country working for Crescent and her mother. Now she has this exceptional article published about her and a new market for her marvelous artwork.

What does this have to do with us as writers? A great deal, actually. Hawa had no idea she would come to the United States and find acceptance as an artist. All she did was paint what was in her heart and what her experience gave her as material. We can do the same. Maybe we will work without an agent, without publication, without acceptance. But, if what we create comes from some deep space inside us, it is still valuable. Write for YOURSELF. Write YOUR story—the authentic YOU. That's when you do your best work, when you release your inner thoughts. Let it come out as it did with Hawa—maybe slow and halting at first, but then with a burst of energy as you are freed by your own words.

## LINKS

### Hawa Diallo Art

<http://www.hawadialloart.com/#!bio/c15yd>

## Marcia Weber Art Objects

<http://www.hawadialloart.com/#!/bio/c15yd>

## Write What You Know

<http://www.thecreativepenn.com/2013/07/16/write-what-you-know/>

## 10 Journaling Techniques to Kick-Start Your Creative Writing Practice

<http://thegiftofwriting.com/2015/07/10-journaling-techniques/>

## 5 Online Journaling Tools

<http://www.lifehack.org/articles/technology/5-online-journaling-tools.html>

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Mindy Phillips Lawrence is a writer and artist based in Springfield, Missouri. She is nearing retirement and thrilled to have a new world of writing and art ahead of her. Contact her at [mplcreative@yahoo.com](mailto:mplcreative@yahoo.com).

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

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**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. Freelance writers should always check with the media they are writing for because it may have its own styleguide. And academic should check their university's style guide first and then fall back on the publishing industry's faves when more information is required.

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## Carolyn's Appearances and Teaching

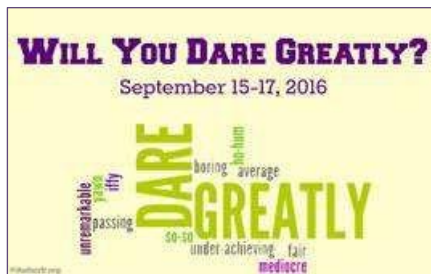
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Don't Miss! 📖 Watch for the next Greater Los Angeles Writers' Society (GLAWS) conference, the



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 and maybe I'll be on a panel discussing editing, too. Please come!



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. 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.

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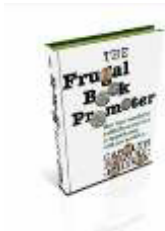
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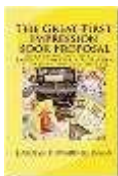
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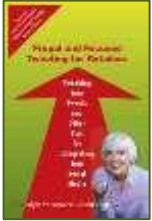
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### **Carolyn's Poetry**



Find Magdalena Ball's and my poetry fanpage at

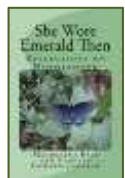
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*She Wore Emerald Then: Reflections on Motherhood*, a chapbook of poetry. Coauthored with Magdalena Ball. To

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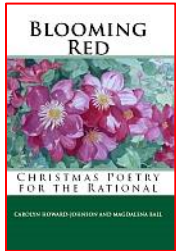
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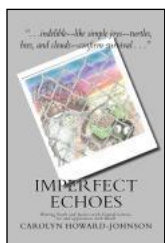
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*fronted by US poet laureate Philip Levine, she touches on the  
isms of the world—racism, ageism, even what might be termed  
“wallism” but was once referred to as xenophobia. In her poem  
“Crying Walls,” she sounds a low warning reminiscent of Robert  
Frost: “Chains linked. Wire barbed,/ Krylon smeared. Feeble,/*  
*useless, unholy billboards,/ anything but mending walls.”*

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### **Websites**

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