

"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 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

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 ~ <http://mplcreative.webs.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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### Regular Features

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- ~Opportunities (You'll find them in several places.)
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~Wordstuff™

## This Issue Only

~Feature: **Making the Most of Any Review**

~Feature: **Niche Write and Niche Edit and Niche Marketing for Your Book?**

## 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>

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. Though I try to avoid the fancy (and less frugal) HTML services, the technical aspect of sending out a newsletter has been giving me fits. I'm finally 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)**

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Note from Carolyn

Dear Subscribers:

I'm very excited about helping poets (and others!) with their marketing on Los Angeles' great KPFK radio with poet and host Lois P. Jones on Wednesday Jan 8, 8:30 pm Pacific or on the Web worldwide at

<https://www.facebook.com/events/752430011451610/?ref=22> . It was cancelled in December for public radio fund raising. You know how that goes. Hope you'll try to join this one.



Here I am in Lois' studio with (Ahem!) perennial Diet Coke or iced tea. (-:

Lois says,

"Please join us next Wednesday, January 8 at 8:30 p.m. for an up close look at poet and marketing guru [Carolyn Howard-Johnson](#) whose How to Do it Frugally series offers the ultimate guides in selling your book to an agent, a publisher, and--after it's published--the media! She is a tireless mentor of writers in all genres and an award-winning poet and author herself. You'll hear several of her gorgeous poems and a few promotional tips to boot. See you there!"

Here are the details:

[RADIO: POETS CAFE INTERVIEWS AUTHOR AND POET CAROLYN HOWARD-JOHNSON](#)

23,000,000 Southern Californians can listen live on radio at:
KPFK 90.7 FM in Los Angeles.

[OR 98.7 FM Santa Barbara](#)

OR anyone can listen to the streamed broadcast on their computers at
<http://www.kpfk.org/>

Wednesday, January 8 at 8:30 pm, Pacific Time.

Please listen in. Lois is not only a consummate host but a poet in her own right.

Joy, Happy Writing, Editing, and Promoting!

Carolyn

PS: This is what I do to add variety to my solitary writing life. My Blue Shield TV ad (one of them) is now on YouTube.

<http://www.youtube.com/watch?v=QOufoRpUZ8o> What do you do to get from behind the computer? Any tips for SharingwithWriters readers? If you're interested in some of my other acting go to http://howtodoitfrugally.com/speaking_&_judging1.htm.

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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) (\$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) (\$6.95). *She Wore Emerald Then* (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) (\$6.95) and *Blooming Red* (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. 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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Tip: Do you want reviews for your book. Dan Poynter helps his subscribers get them free with his Marketplace newsletter: Here's a copy of one his latest ones. Maybe you'd even like to review on the books listed:

<http://parapub.com/files/newsletter/PPM%20JANUARY%202014.pdf>

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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/>

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Making the Most of Any Review

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Recently someone on one of my forums expressed the idea that readers are impressed by any review--good or bad. I elaborated a bit on that "good or bad" aspect of reviews. Sort of a mini how-to on making the best of all of them:

I've seen some authors weigh in on positive reviews with negative comments because they're sure the reviewer has an agenda (And that's a really stupid approach to marketing, if I do say so). I've also seen them pay for reviews, apparently unaware that librarians and bookstore buyers don't give either paid-for review or Amazon reviews much—if any—weight. Authors may also be unaware that there are other ways to get reviews. Namely by asking their readers for them. Or asking bloggers for them. Or using alternative online review sites (like my <http://TheNewBookReview.blogspot.com> where you'll find guidelines for submission in the left column).

That said, we all need good reviews and we can even make the bad ones work for us. We should keep the gems in any review to use in media kits, on our Web sites, etc. Yes, even negative reviews can sometimes be excerpted to find little jewel soundbites.

And as long as we're on the subject, I've heard that a good review on Amazon can up sales by 10%. I don't remember the source. I suspect that reviews also help with Amazon's logarithms and whatever formula Amazon uses takes hold, they start sending out your book in their mass e-mails for suggested reading—obviously a very targeted advertising campaign we should all aim to be part of.

I also encourage authors to post reviews of others' books on Amazon. It's a lovely gift for a fellow writer in 2014.

Here's a real upside up reviews. Since they have (mostly) moved from the pages of literary journals into the hands of amateur reviewers (meaning—sadly—readers!), we authors have more power over getting reviews for our books and over how effectively good ones can be used. There is always a risk factor with reviews, but even ones we might consider bad can be learning tools.

So go after those reviews. Just don't pay for them.

PS: [The Frugal Book Promoter](#) gives you ideas for online book tours and resources for hiring that done if you don't have the time.

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

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## Accessible Contests

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Feathered Quill Book Awards offers a low nomination feel, special awards for self-published books, and monetary prizes. www.featheredquill.com. It's been advertised in IBPA's (Independent Book Publishers Association) print magazine.

A memoir contest run by AARP (Organization for seniors), Simon and Schuster, and AOL is free to enter. http://www.huffingtonpost.com/2013/11/22/memoir-contest-rules_n_4317794.html?utm_hp_ref=email_share

Author Mirta Trupp shares this contest she entered her novel about an Argentinian family in:



She says, "I sent in a copy of my book with the application and then waited...for a year! They provided a critique and rating and of course, the competition. I didn't win, but I did appreciate the comments and

review.”

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 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: When you’re signing or doing a TV show in a new town, research surrounding national monuments and parks to see if any might fit with you book’s theme or topic. It might get you another signing, or they might be willing to carry your book if you mention them on the air. Besides, there are tons of new ones that weren’t even around 30 years ago--just in case you’re 50ish or over. (-: #FrugalBookPromoTips

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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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Blog Tour Tip #1: When you do an online book tour (also called a blog tour), don’t miss an opportunity to post your appearance via a thank you on the Facebook pages of the blog owners who have consented to post your interviews, reviews, or contests.

Blog Tour Tip #2: Another blog tour marketing idea. Ask fellow authors who have newsletters to publish your blog tour special, especially if some of the stops on the tour benefit their audience.

Blog Tour Tip #3: Consider using postcards sent by snail mail that lists your blog tour stops with a pitch for each one, perhaps with an additional special discount or benefit for those loyal enough to be on your contact list. You will find a section in [The Frugal Book Promoter](#) on why postcards are still effective and how to use them to their maximum benefit. You'll also find names and links of some blog tour services in case you'd rather not tackle a blog tour on your own.

Blog Tour Tip #4: The most obvious (and most forgotten) #blogbooktourtip: Comment and add info to participating blogs <http://dld.bz/bQ5gR>

Blog Tour Tip #5: Don't forget to follow up with a thank you after the fact. And then with another contact that includes another idea for a future guest post or some other way to collaborate with your blog benefactor.

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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 your 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."

Your new book or award could be here next month.

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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: Facebook is making it easier to put their like buttons everywhere—on your blog, on your Web site, etc. Here's an article on it. http://www.insidefacebook.com/2013/12/11/facebooks-new-like-share-buttons-now-available-to-all-pages-width-can-be-set-on-embedded-posts/?utm_source=Post_1&utm_medium=text&utm_content=email&utm_campaign=IF_NL

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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

Fran Silverman Shares Radio Resources with You Free

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Fran Silverman of Talk Radio fame has a new blog at <http://talkradioadvocate.blogspot.com>. It is dedicated to radio hosts and guests. Each month she features a radio station that is either in her book, *Talk Radio Wants You*, or one or more of her 16 e-books that gives authors talk radio resources. If you have a radio show you need to let Fran know about you. If you are an author who loves radio as a marketing tool as much as I do, I know you'll want to subscribe to Fran's blog.

### **Author U and I Team to Help You Map Marketing for 2014**

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If you missed it, Judith Briles of Author U fame interviews me about the absolutely essential tools authors need for their marketing and about seasonal promotions. This is the time to map those promotions for 2014. Find the podcast at:

http://www.linkedin.com/groups/Author-U-2603729?trk=groups_most_popular-h-dsc&goback=%2Egmp_2603729

Also sign up for Judith's Author Resource e-zine—30 pages of help every month, and subscribe to her blog that comes out every Sunday.

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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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Quote: "I do not ascribe to the idea that the only powerful agents live in New York or agents can only be powerful if they live in New York. This is the age of computers and e-books after all." ~ A #FrugalBookPromoTip

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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. And please let me know if you find broken links. I need your help!

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Tip: After I did a podcast with Author U's Judith Briles, she sent me about eight very well written Twitter size promotions to use. It is a verrry smart thing to do for blog and podcast and radio guests- to assure more publicity and networking. And it's a gift to those who would do the networking anyway

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Here is the link for the page on my Web Site that lists some of my favorite accessible contests, an article on using contests, and more.

<http://howtodoitfrugally.com/contests.htm>.

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Tip: Here's a resource with tons of leads to literary agents:
<http://www.writersservices.com/reference/robert-freedman-dramatic-agency-inc>

Tip: My award, the Noble (Not Nobel!) is announced every January at its sponsoring site, MyShelf.com. Winners (and great reading for you!) are at
<http://www.myshef.com/backtoliterature/column.htm>. Now, do you qualify for the 2014 awards? It's free to enter. Learn more about the award at MyShelf in the archives of my Back To Literature column. I reiterate what I'm looking for in most January columns.

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Subscribers who have websites or newsletters of their own may be interested in the Free Articles 4 Readers and Writers on my site,
http://howtodoitfrugally.com/free_content.htm. 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.

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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).

## Writing and Marketing of Poetry

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Ahhhh, marketing from the mouth of a poet. During our promotion for my KPFK (90.7 here in Los Angeles) Poet's Café Lois P. Jones said, "**Lois P. Jones** One of the pure joys is hearing good poets read their poetry on the airwaves... Words coming into homes, and

cars and little hideaways where no one knows. We sometimes find out much later how a poem or poet inspired someone who listened in. It's the best. Marketing can seem to some an unsavory word but if we replace that with "support"...we find the real reason and key." I thought everyone should see it. It couldn't be said better.

New Year's Poem

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I received this poem in my e-mail box from fellow poet Elaine Partnow. I see so few good New Year's poems, I asked her to share it.

A New Year begins –

Doesn't it every day?

With each morning's waking

Doesn't it begin again?

Doesn't it?

And when your aching goes away

Doesn't hope begin again?

Doesn't it?

And each time we meet

Isn't it for the first time?

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Elaine Partnow is an actor-author-editor who lives in Van Nuys. You can find out more about her at [www.TheQuotableWoman.com](http://www.TheQuotableWoman.com) or [www.ElainePartnow-Actor.com](http://www.ElainePartnow-Actor.com).

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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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#### Mini Rant

### Traditional or Digital?

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A reporter contacted me for input on traditional books vs digital. I couldn't let this go to waste, because I think my retail experience adds something "to the conversation" (as everyone seems to be saying these days.) I think I prefer "to the debate." The letter also serves as an example of a casual query—one in which there may have already been contact between reporter and author.

Erik, I am the author of the HowToDoItFrugally series of books-- one series for writers and one for retailers. I have nearly 30 years' experience as founder and owner of my own retail chain and nearly two decades as a journalist and writer (*Good Housekeeping Magazine*, *The Salt Lake Tribune*, my own books and more.)

Those who see e-books and traditionally published books as a competition are way off base. Any retailer (see above) knows you give the customer what they want, when they want it and in the form they want it. You don't see the smart ones refusing to let people pay for things the way they want to pay for them, either." Will you take a check?" they ask. The answer is always: "Any way our good customer wants to pay for something is good for us."

Even though traditional publishers are starting to see this and even though some e-book publishers are avid about digital production because they see the possibilities (and perhaps because they like the possible profit margin), I know of none that can't use both streams of income. One of these book iterations is not going to *win* any more than TV won over radio. Different readers find different formats for different needs, different preferences. Some like to have the same book in both iterations and, obviously Amazon realized this when they started their new Matchbook program.*

It's time publishers just get over it and give their customers what they want, when they want it, and get profitable in the process.

Note: Almost all my books on Amazon—from how-to books to poetry—are now available as e-books to those who buy the paper book. They get them--either free or at a greatly reduced price--with Amazon's MatchBook. I see Matchbook as a way to thank my readers for their loyalty and as an extra stream of income when I don't mark the add-on digital copy as totally free.

CHJ

Coming: My [The Frugal Editor](#) will soon be coming in a second

My attitude toward punctuation is that it ought to be as conventional as possible. The game of golf would lose a good deal if croquet mallets and billiard cues were allowed on the putting green. You ought to be able to show that you can do it a good deal better than anyone else with the regular tools before you have a license to bring in your own improvements.

Ernest Hemingway

- www.writerswrite.co.za

edition for Kindle. Expanded! Updated. More resources. More of my pithy (or obnoxious!) opinions. It appears Hemingway agrees with me. I figure its only smart to avoid punctuation surprises when we'd only tick off the gatekeepers. (-: Trouble is, with the influence of the Web, many authors no longer know what "conventional" means.

I'm here to help. The 2nd edition paperback will be out this month.

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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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Mini Feature

Niche Write and Niche Edit and Niche Marketing for Your Book?

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I learn amazing things by reading advertising, especially the ones known as advertorials. Advertorials are usually written by experts in their fields and are sometimes a bit arcane, but they can make me rethink what I am doing with my books. The one I found in December was in a slick magazine called *BookBusiness*. It was paid for by a short-run printing company called Canon Solutions America. In it, they talk about books for niche markets and niche markets have always fascinated me. I write for two of them—writers and retailers.

My point is that this is not a topic that is new to me. But this article made me think. The author (unknown) said "...today you can get the same book with a different cover based on your preference. That's only going to increase." The idea of the same book with only one tweak—the book cover—may be slightly overstated, but it fits with what I've always said about marketing when I encourage people to read my [The Frugal Book Promoter](#) and just substitute the words "books" and "author" for whatever is appropriate in the world of that particular reader. I tell them it works because "Marketing is marketing is marketing."

So, I should probably go back and replace those words with something appropriate to almost any niche market instead of expecting those readers to do it for themselves. That might be the ticket to having a whole series of books—very nearly like the Dummy books that have done so well. After those tweaks, I could slap on a new cover and reword the title and suddenly my "marketing is marketing" mantra makes more sense (and is easier) for a whole range—a whole new niche-- of readers!

The idea sure fits with my advice to plan your marketing campaign so the work you can do can be recycled. We authors are not islands. We can only do so much on our own. After that, it's either get more mileage out of what we do or start outsourcing like crazy. Actually, I kind of like both ideas.

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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**Quote:** "Since the advent of desktop publishing in the 1980s, almost all books are "born digital." Printing is simply one of several output options." ~ From an advertorial on printing in *BookBusiness*

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Yes, I do consult. I tailor my fees to your needs—everything from coaching to full edits (sorry no partial edits) to hourly consultations to help you with your marketing campaign or your path to publishing. <http://budurl.com/carolynsconsulting>

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**Tip:** Favoriting Tweets is great but if you're doing that instead of reading, you're missing career opportunities.  
#FrugalBookPromoTips ~ Find my Twitter stream at  
<http://twitter.com/frugalbookpromo>

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I need editing questions and tips for my The Frugal, Smart, and Tuned-In Editor blog, [www.thefrugaleditor.blogspot.com](http://www.thefrugaleditor.blogspot.com). Articles, too! You ask and I'll provide ample credits and links to whatever site you choose. [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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**Tip:** Don't forget to reach out to the press as part of your regular marketing campaign. This article in *The Deseret News* helped both of my fellow authors and marketing friends Judith Briles and John Kremer with exposure for their careers. I've talked about HARO (Help a Reporter Out) in this newsletter before—and, of course—I also teach authors how to use media releases effectively in [\*The Frugal Book Promoter\*](#).

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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.

## Thanks to All of You . . .

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. . . for another year of reading SharingwithWriters and contributing to it! (-:

Thanks to Those of You . . .

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. . . who sent me healing wishes. I'm well on the road to being as good as new—however good you may perceive that to be. (-:

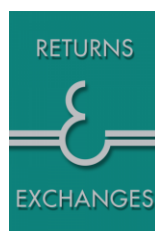
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Fun and Free: If you purchased the *Frugal Book Promoter* or the *Frugal Editor*, I'd love you to review it on Amazon or BN.com. Make it simple; just tell what part of it you found most valuable. If you do, send me the review link (URL) and I will 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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**Editing Tip:** Here is an article that is quite different from any I've seen before on words that are the same but mean opposites in different situations. <http://mentalfloss.com/article/49834/14-words-are-their-own-opposites> Thanks to Mindy Lawrence for contributing it.

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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 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.

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**Tip:** Review all the free posters from Chaz DeSimone. Some might fit with the topic of your book or give you ideas for marketing campaigns. Use them free on postcards mailings, letterheads, office décor—whatever. But do pass it forward by telling friends and giving him credit for his amazing talent. Here is the link to a recent blog post that will tell you more:  
<http://frugalretailing.blogspot.com/2013/12/how-marketing-free-art-and-retailing.html>

**In the News:** Here's a tidbit from one of my favorite magazines, *The Smithsonian*: Researchers found smart high school students were less superstitious than those of average intelligence. Maybe "brains trump beliefs."

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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>

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

## Being Resolute

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By Mindy Lawrence

At the end of every year, many people make resolutions to follow in the next, intentions that often die a painful death in about three weeks. People start out with grand things that they believe they can accomplish in a perfect world that functions as they hope it will. This seldom works out.

After reading a list of Woody Guthrie's New Year's resolutions, I decided to write out mine. If I catch myself straying from any of them, I'll just take a deep breath and start again immediately to follow what I've written.

Ten Resolutions for 2014:

1. Be kind to everyone.
2. Be kind to myself.
3. Take care of myself as if I counted.
4. Pick something I've never done and give it a serious try.
5. Get up each morning and have quiet time where I think through my day.
6. Take an hour sometime during the week to plan my work for the next week.
7. Learn how to stand up for what I believe in a firm but gentle way.
8. Know what battles to choose and how to fight them intelligently.
9. Be more respectful of money.
10. Find out how to help someone else daily.

None of this says "writing" but it all affects my ability to write and be creative.

May 2014 be the best year of your writing life...and your personal life.

See you at the keyboard!

Mindy

LINKS

Woody Guthrie's New Year's Resolutions

<http://www.businessinsider.com/woody-guthries-new-years-resolutions-2013-12>

Four Famous New Year's Resolutions

<http://www.brainpickings.org/index.php/2013/01/01/four-famous-new-years-resolution-lists-jonathan-swift-susan-sontag-marilyn-monroe-woody-guthrie/>

Ten Best New Year's Resolutions for 2014

http://www.huffingtonpost.com/cary-a-presant-md/dr-presants-ten-better-ne_b_4501572.html

Five New Year's Resolutions That Might Actually Work

<http://ideas.time.com/2013/12/30/five-new-years-resolutions-that-might-actually-work/>

Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on the e-book edition of *An Itty Bitty Book on Writing and Life* which should be out by the end of 2013. <http://mplcreative.webs.com>

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I believe in social networks. Big and small. Sometimes the smaller ones are easier to make lasting and more productive contacts on. I recommend iFOGO (http://www.ifogo.com/buy/order_chj.html) which is small in part because there is a small membership fee. And, of course, my usual. No membership is good unless it's an active membership.

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Tip: I found another magazine I love, love, love. Just for straight, accurate information, but also for writers who write science nonfiction. That's because they're starting a new science series and need writers. Check <http://DiscoverMagazine.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 or more about the whole series at www.howtodoitfrugally.com/retailers_books.htm

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Carolyn's Appearances and Teaching

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**New!** 📖. 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. I will be sharing on 3/12/14. Get more details here:

<http://nonfictionauthorsassociation.com/upcoming-events-2/>

Stephanie Chandler is CEO | Author | Speaker at Authority Publishing, [www.AuthorityPublishing.com](http://www.AuthorityPublishing.com)

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

**Wordstuff™**

## Something to Make Writers Smile

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

**TOP BUNK:** Where you should never put a child wearing Superman pajamas.

### Essential Book and Record Keeping:

This is the place to share with others and learn from others.

Although I do attempt to verify information used within this newsletter's pages, *Sharing with Writers* does not guarantee entities or information. Subscribers should research resources.

To submit information articles, tips or other information, e-mail Carolyn at [HoJoNews \(at\) aol \(dot\) com](mailto:HoJoNews (at) aol (dot) com). Please put "Submission: Sharing with Writers" in the subject line.

If you do not care to receive this newsletter, send an e-mail to [HoJoNews \(at\) aol \(dot\) com](mailto:HoJoNews@com) with "Unsubscribe" in the subject line, but please, please don't tell me you've given up writing or promoting! It makes me sad.

To subscribe to *Sharing with Writers* send an e-mail with "Subscribe" in the subject line to [HoJoNews \(at\) aol \(dot\) com](mailto:HoJoNews@com).

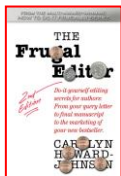
Please pass this newsletter to friends or e-groups. It needn't be pasted in its complete form, but please credit this newsletter, and the individual contributors with anything you snip and paste.

## Ordering Information

### The HowToDoItFrugally Series for Writers



*Frugal Book Promoter: How to Do What Your Publisher Won't* <http://budurl.com/FrugalBkPromo>  
The e-book at <http://budurl.com/FrugalBkProKindle>

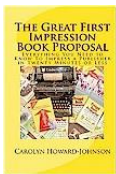


*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*

E-book: <http://budurl.com/FrugalEditorKindle>

Paperback: <http://budurl.com/TheFrugalEditor>

Coming soon: An updated e-book version with a new cover by Chaz DeSimone. Do you like it?



*The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 20 Minutes or Less*

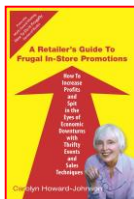
Paperback: <http://budurl.com/BookProposals>

E-book: <http://budurl.com/bookproposalskindle>

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

Paperback: <http://budurl.com/WordtrippersPB>

E-book: <http://budurl.com/WordtrippersKindle>



**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*

Paperback: <http://budurl.com/RetailersGuide>

For Kindle: <http://www.amazon.com/dp/B004H1TACC>

*Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media*

Order in paperback direct from Amazon:

<http://budurl.com/Tweeting4Retailers>

Order for Kindle Reader: <http://www.amazon.com/dp/B004H4XCCS>

Order an e-book from the publisher:

<http://wwwcreatespace.com/3439623>.



*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

To Order: <http://budurl.com/Blogging4Retailers>

To Order for Kindle: <http://www.amazon.com/dp/B004H1TACC>

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

*This Is the Place:* <http://budurl.com/ThisIsThePlace>

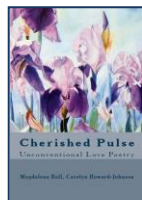
*Harkening: A Collection of Stories Remembered:*

<http://budurl.com/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

For Kindle: <http://www.amazon.com/dp/B004GXB4AW>

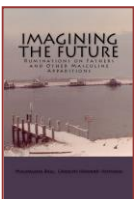
In print to be used as a greeting card or  
booklet: [www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)

For e-books:

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

Paperback and Kindle: <http://budurl.com/MotherChapbook>

For Kindle: <http://www.amazon.com/dp/B004GXB4AW>



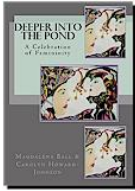
*Imagining the Future: Ruminations on Fathers and  
Other Masculine Apparitions.* Coauthored with  
Magdalena Ball

To order as an e-book: <https://createspace.com/3419505>

To order as a paperback or for Kindle:

<http://budurl.com/Imagining>

*Deeper into the Pond: A Celebration of Femininity, Co-*

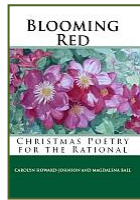


*Authored with Magdalena Ball. Artwork by Jacquie Schmall*

To order as an e-book:

<https://createspace.com/3608866>

To order as a paperback: <http://budurl.com/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: <https://createspace.com/drl6064>

To order paperback: <http://budurl.com/BloomingRed>

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



Coming soon! *Sublime Planet*, a full book of poetry celebrating Earth Day. Coauthors with Magdalena Ball, Photography by Ann Howley. Proceeds go to the World Wildlife Fund.

<http://bitly.com/EarthDayKind> for e-book

<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.

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>