

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

Find back issues at

[http://HowToDoItFrugally.com/newsletter\\_copies.htm](http://HowToDoItFrugally.com/newsletter_copies.htm)

July 14, 2014

## Sharing with Writers Since 2003

A newsletter that is also a community. Share your ideas. Learn from theirs! Associated with the multi award-winning series of **HowToDoItFrugally** series of books for writers.  
[www.howtodoitfrugally.com](http://www.howtodoitfrugally.com)

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

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

In the spirit of the advice I give in the *Frugal Editor*--to use an extra pair of eyes whenever possible--this newsletter is voluntarily copyedited by Mindy Phillips Lawrence. Reach her at [mplcreative1@aol.com](mailto:mplcreative1@aol.com) and [www.mplcreative.com](http://www.mplcreative.com). In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing 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 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.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: [Using Historical Events and Family History for Stories](#)
- ~Carolyn's Appearances and Teaching



“writer” does that). Or their employer has ungraciously given that title to them and they feel obligated to perpetrate it.

So what is she? Novelist. Memoirist? Poet? Journalist? Essayist? Copywriter? Maybe she’s “just” a writer of articles but doesn’t that sound as if she’s demeaning that process? It takes a certain skill to write in ways that help others. As an example, to write well enough to help a dad assemble a bicycle for his son takes organization skills. An ability to help people visualize. Put stuff together. Maybe motivational skills (or even inspirational skills) to get him to do it.

One of writing’s basic tenets is to use specifics to help create an image. That image in turn inspires the reader to generalize, to make the situation-- however removed it is from their own lives—seem part of his own.

Please help me with this crusade. Look at your job description. If you say “writer,” try to be more specific. If you’re a reporter, say so. If you are more than that, say so. If you’re a little more eclectic than that, say something like “Reporter by day, poet by night.” Humor is nice, but not required. What is required is that you don’t diminish what it is you do. *You* do a lot more than pick up a pencil. No matter what you write, it’s more (and better than) *content*. *Content* is filler. *Content* is tiresome. I can’t think of any kind of writing that isn’t more than content. So tell your story with your title, with your bio. Go out there and kick ass.

Happy Writing, Editing, and Promoting,  
Carolyn

**PS:** So, what happens to e-book stream of income if Amazon has its way? *Publishers Weekly* tells about [Amazon’s new proposal](http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/63242-amazon-s-latest-proposal-rankles-hachette-and-authors.html?utm_source=Publishers+Weekly&utm_campaign=3e7ac0b40b-UA-15906914-1&utm_medium=email&utm_term=0_0bb2959cbb-3e7ac0b40b-304612053) that publishers give their e-books away: [http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/63242-amazon-s-latest-proposal-rankles-hachette-and-authors.html?utm\\_source=Publishers+Weekly&utm\\_campaign=3e7ac0b40b-UA-15906914-1&utm\\_medium=email&utm\\_term=0\\_0bb2959cbb-3e7ac0b40b-304612053](http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/63242-amazon-s-latest-proposal-rankles-hachette-and-authors.html?utm_source=Publishers+Weekly&utm_campaign=3e7ac0b40b-UA-15906914-1&utm_medium=email&utm_term=0_0bb2959cbb-3e7ac0b40b-304612053). I use Amazon’s Matchbook to give the e-book version of many of my titles away anyway, but not all. The ones I don’t give away, I give at a price reduced from the regular e-book price. I see both of these Matchbook offers as thank yous to anyone loyal enough to have purchased my paperbacks.

[NOTE] The term *content* for writing became more common after the *New York Times* Vs. National Writers Union Supreme Court trial of 2001. It has grown in usage since then.  
[http://en.wikipedia.org/wiki/New\\_York\\_Times\\_Co.\\_v.\\_Tasini](http://en.wikipedia.org/wiki/New_York_Times_Co._v._Tasini)

**PPS:** Your next issue of SharingwithWriters will be a surprise. I am having an operation on my shoulder and will be in a sling for some time. Heaven knows when I'll be typing again. So try to miss your newsletter—if only a little bit—won't you?

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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](mailto:HoJoNews@AOL.com). All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me. You also will find an entry intended to please the tree-huggers in your social circle. *Sublime Planet* is at <http://bit.ly/SublimePlanet>.  
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## Letters to the Editor

Dear Carolyn,

I'm living my dream. I'm writing novels, publishing them, and people buy them! I have a fan base! May I never lose sight of the joy and excitement I get from this venture and replace it with ego and dollar signs. I am blessed beyond measure, and giving my work away periodically makes me happy. I don't feel like I'm throwing myself in a bargain bin; I feel like I'm gifting my talent to anyone who wants to give me a shot. I think [attitudes toward giving away books is] all in your perspective.

My giveaways have drastically expanded my market and resulted in excellent reviews. Every time I have promoted a novel for free, I've had sales on my other novels. So, it works out well for me.

The book I'm currently promoting is *Collapse*, first in the Yellow Flag Series.

The second book in the series should be out by the end of the summer/first part of fall.

Tami Carter, [www.tkarter-author.com](http://www.tkarter-author.com)

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Dear Carolyn:

I notice that your last newsletter—the one where your proofreader had taken some time off—had a few typos. I tell my clients that during a Mercury retro period, it's best to give yourself extra review time because our brains are simply not engaging the world in the same way as usual. I notice that even when I am extra diligent, sometimes something glitches through anyway in my own writing during these times.

The basic lowdown is that Mercury goes retrograde three times a year, for about four weeks each, spaced fairly equidistantly but occurring in different months from year to year. This one's was over July 4th or so (there's a squish period on each end), and the next one won't be until early October.

During Mercury retrograde, things go haywire a lot more often. Snafus seem to come out of nowhere to interrupt our plans and the normal flow of things, especially with communications because during a retrograde period, a planet's energy is turned within and backward (to the past instead of the present). Since Mercury is the planet of the mind and thinking processes, it is paying attention to other things besides what's going on around us, and it tends to stub its toes a lot more often. Our minds are not paying attention, so things slip up or fall through the cracks, and all of a sudden they get all cattywompus. Machines are especially prone to break down now, and objects and people come out of the past unexpectedly. This is not a good time to buy a major item (especially a machine), or to start something major, unless you're okay with unexpected changes of direction later on.

Very best,

Your longtime subscriber

Rich Moser, <http://transcendentalastrology.com/>

Rich Moser has been studying western-style astrology in depth since 1986, and has been giving chart readings since 1999. He resides in Santa Barbara, California, but is available to clients worldwide, via e-mail and phone. He will soon offer a star guide to help writers through the rough spots. Stay tuned.

[Rick, thanks for missing me. Your SharingwithWriters proofreader Mindy Phillips Lawrence]

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I love grammar guru June Casagrande's new book [The best punctuation book, period.](http://bit.ly/PunctuationBook) (<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:** If you read a lot and like to review or blog books, sign up with [Crown books](#) to get free reading material—your choice—from them. Lots of writing peeps I know had signed up and then liked Crown’s Facebook page, too.



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



### Accessible Contests



Watch for the new contest offered by [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.



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](mailto:HoJoNews@aol.com) or go to [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com) for an auto subscribe box. Let me know you did it so I can do something similar for you on my Resources for Readers page at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).



**Tip:** It’s 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!



This is the only site I know that can help novelists, screenwriters, and playwrights get noticed by directors and producers. It's BooksToFilm and it's run by iFOGO's Gene Cartwright. It isn't as frugal as I'd like, but there are times it pays to spend a little to give our work a chance at the bigtime. [http://www.ifogo.com/buy/order\\_chj.html](http://www.ifogo.com/buy/order_chj.html) .



**Editing Tip:** Here is one of my favorite paragraphs from the second edition of my [The Frugal Editor](#): "Please note that we wouldn't have ugly *ings*, passive constructions, and anything else in the English language I disparage if they weren't useful, but you want to be sure you are using them in ways that contribute to clear and concise writing, writing that moves the way you want it to. I often tell my students that they should have a very good reason for keeping ugly stuff, a reason that can be verbalized. "I just like it that way," usually isn't sufficient. I use passives in this book [[The Frugal Editor](#)]. Here's my "very good reason" for using them when I discuss grammar: They let me avoid using complicated grammatical terms as the subjects of my sentences."



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>.



## 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.

## Donna McDine Adds New Awards to Her Roster



Rockland County (NY) children's author, Donna McDine's latest children's book, [A Sandy Grave](#) received the Story Monster Approval Award, which recognizes accomplished authors in the field of children's literature. *A Sandy Grave* also won 2014's Purple Dragonfly First Place Picture Books Award for kids six and over and this year's Beach Book Festival Honorable

Mention Award. McDine attended The Beach Book Festival Awards ceremony, June 20, 2014 at The Grolier Club in New York City.

McDine’s interest in ocean life inspired her to write *A Sandy Grave* (January 2014). Other books by McDine are *Powder Monkey* (May 2013), *Hockey Agony* (January 2013) and *The Golden Pathway* (August 2010). A fifth book is in the publishing pipeline with Guardian Angel Publishing. She writes and moms from her home in the historical hamlet Tappan, NY. McDine is a member of the Society of Children’s Book Writers & Illustrators.

Take an adventurous ride with McDine at [www.donnamcdine.com](http://www.donnamcdine.com) and [www.donna-mcdine.blogspot.com](http://www.donna-mcdine.blogspot.com). For more information on the contests Donna entered and how they work, e-mail her at [donna@donnamcdine.com](mailto:donna@donnamcdine.com).

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

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**Feature**

**What's #1 on Your Bucket List?**

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By Joan Stewart

I almost lost my cookies when I drove over the 200-foot-high Coronado Bridge in San Diego two years ago.

But that hasn't stopped me from writing "skydiving" at the very top of my Bucket List. When I saw a news clip on TV a few weeks ago of wheelchair-bound President George H.W. Bush celebrating his 90th birthday by jumping out of a helicopter, I knew my dream wasn't that far-fetched.



What about you? What's at the top of your Bucket List? Many of your friends and followers--and especially your fans--would love to know.

It's a fun piece of trivia that you can slip into the "About Me" section at your website. Or into the short bio that appears in your Chamber of Commerce directory. Or into your author bio in your media kit.

In my newest article for Entrepreneur.com, I share "[13 Fun Facts That Will Make Your 'About Me' A Lot Less Boring.](#)" C'mon over and share something on your Bucket List, or another fun fact about yourself, in the Comments section.



Find Joan on Twitter: @PublicityHound  
and Pinterest: <http://www.pinterest.com/publicityhound/>  
and Facebook: <https://www.facebook.com/publicityhound>

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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. 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>.

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**Tip:** I was just reading a new children's book published by two lions (no caps) out of New York [www.apub.com](http://www.apub.com) and thought this publisher might be one children's authors should check out. I like the quality of the book and it appears the author did her own artwork—and many children's authors are looking for publishers that let them do that.

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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**

**FREE Exposure to Librarians for Your Book . . .**

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My husband and I have participated in Library Association conferences sponsored by several different states' library associations. It's hard to trace whether we actually benefit, but it's frugal enough (just the cost of books and postage) that it's worth the trouble. After all, librarians are an excellent target audience. It certainly can't hurt, especially if you repeat your book's exposure at as many of these shows as you can. (All marketing does better when it's repeated.)

If you're interested, contact the Association Book Exhibit manager Marjorie Gallahan, 9423 Old Mt. Vernon Road Alexandria, VA 22309. Her e-mail is [info@bookexhibit.com](mailto:info@bookexhibit.com). Deadline for Listing is October 8 and Books are due by October 15. And yes, you get to exhibit and list up to 50 titles at no charge except for the books you send to put on display and the postage to do so.

## Business of Writing Conference

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The third annual Business of Writing International Summit is being held August 1-2, 2014 in Louisville, KY USA. Learn how to grow your book sales and build your author platform at this annual two-day event for writers, authors, and small publishers. The Summit brings together twenty industry experts this year to deliver content-rich, timely presentations that provide attendees with the tools and resources they need to be successful in the new, fast-paced and changing world of publishing.

The Summit features over thirty sessions in the areas of self-publishing, small press publishing, book promotion, marketing, e-books, social media, and the craft of writing. Each year an exhibitor showcase exposes attendees to products and services they can use to grow their business as writers and authors. For more information contact Larry DeKay, 502-303-7926, [larry@tbowt.com](mailto:larry@tbowt.com), [www.businessofwritingsummit.com](http://www.businessofwritingsummit.com).

## Learn from Hope Clark's Mini Podcast Rants . . .

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Hope says, "Wanted to let some of you know that I post a podcast once a month at my blog [www.chopeclark.com/blog](http://www.chopeclark.com/blog) . How's that for a basic name for a blog? It's where I dig deeper than usual expressing an opinion that I feel deeply about. They are not terribly long, running from about 7 minutes up to 15 or so. Here's where I get to rant (just a little bit), and hopefully you don't mind the Southern accent. Stay cool!

*Hope Clark*

Editor, FundsforWriters  
[Email Hope](mailto:Hope@fundsforwriters.com) | [Visit Website](http://www.chopeclark.com)  
Newsletter: ISSN: 1533-1326"

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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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## Help an Aussie Author Out

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"[I have a problem because I am a] self-published Australian author and am unable to sell on Amazon without USA OR UK bank account.

"Perhaps you have Australian authors on your subscriber list, authors who have dealt with IRS taking 30% because there is no tax agreement between our countries.

If you can help this author out, please send me an e-mail at [HoJoNews@aol.com](mailto:HoJoNews@aol.com) and I'll put you in touch with Megan.

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

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**In the News:** IBPA ran an article on innovative disruption this month.. I read an article in the *Smithsonian* only this morning that [traces that days of media disruption](#) back to 1833 when the first newspaper went on sale for 1 cent and caused an uproar. People said there was too much to read. People were stowing old newspapers in garages because they didn't want to let any bit of information out of their grasp. And that spawned new competitors like scrapbooking embraced by Louisa May Alcott for her fiction. Mark Twain started a new company that produced 20% of his income. The list goes on and on.

Things change. We can't possibly master it all. We take what we need--and MAKE it work for us. We don't ignore the rest. We sift through it. Example: In a recent IBPA magazine there was an article about XML. Somehow, as an indie author, I'm publishing and seem to be getting by without it. I stowed where I could find that XML information in my electronic memory banks and if I ever do need it, I'll know where to go. Until then, I shall not fret. Maybe somebody will come along and make metadata and all those initials (ONIX, etc) easier before I need to tackle that learning curve.

**In the News:** *Publishers Weekly* [reports that Penguin will underwrite California's annual bookstore day](#). Mmmmm. My putsch toward getting

more support for bookstores across the nation to sponsor a celebration like California's must be working. LOL.

**Tip:** Want to know more about printing and self-publishing? This booklet titled *A Guide to Book Printing & Self-Publishing* is free and frugal and especially good if you are just beginning to accrue knowledge about the big, difficult self-publishing world. It's from <http://gorhamprinting.com>.

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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:** I love grassroots marketing and many streaming (Web) radio shows are wonderful for that. Fran Silverman is the radio resource queen and she has a new series of e-books full of radio spots targeted for your genre or topic. [Learn more about these frugal resources](#). While you're there, check out the submission guidelines to submit a review for your book on this blog.

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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](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 send me an e-mail at [HoJoNews@aol.com](mailto: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).

## Reading Events Top Marketing for Poets? But Where?

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This from Lois P. Jones, poet and radio host: A list of open readings for poets with full length poetry books:  
<http://thelinebreak.wordpress.com/2012/06/16/presses-with-open-readings-for-full-length-poetry-manuscripts/>

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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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**Guest Feature**

**Taking Your Branding to the Next Level?**

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By Kristine M. Smith, Author and Copywriter



After seven years as a well-regarded copywriter and after being invited into a Joint Venture partnership with John Assaraf, best-selling author and international business coach, I realized that it was high time to take my marketing efforts to the next level and stop looking and acting like a struggling startup.

I'm in a power partnership with a graphics design marketing man, Eli

Struck of Enlighting Design so I sent him copy I'd written for my newest copywriting brochure. There would be an unusual amount of copy on the inside that would be a challenge to segment properly, so I knew I was handing him a serious "adventure." I needed the brochure to explain the return-on-investment value of hiring a professional copywriter to help prospective clients overcome any "sticker shock" they might experience (if they were hiring a professional writer for the first time) when they got to the price of my services.

Eli did such an amazing job on the brochure (as he does on everything he tackles; he's Madison Avenue quality) that I asked what it would cost to professionally "wrap" the windows of my SUV so I wouldn't be driving around town with small magnetic signs that telegraphed "Wannabe!"

instead of "Tried-and-True Pro!" I was expecting a quote from him that I wasn't willing to pay *just yet* (despite the fact that I had received 1000 stunningly beautiful, *unique* brochures and business cards from him, including the logo design, for a seriously reasonable price that not even Vistaprint™ could match). When Eli told me he could incorporate my logo and two "sound bites" from my elevator speech to make a smoking-hot presentation on the back and sides of my SUV for under \$250 plus tax (*including* the \$90 installation fee), I said, "Let's see what ya got!"

Eli found a SUV exactly like mine online and graphically placed the prototype of my "wrap" on its windows, showing me what my own SUV would look like before I paid him a dime. Again, I was amazed and thrilled. Waiting any longer to "go pro" wasn't even an option. I said, "Let's do it!"

Within a week, I was driving 15 miles north to have Eli's installer apply the finished product. The lettering and logo are done in stark white vinyl letters. There are many other options, but I like this one. It's affordable, classy-looking, and boy howdy, does it get attention!

I've driven three places so far in my newly-decked-out SUV and each time I've stopped, people have asked me, "'Weaving words into wealth!'" or "'Turning browsers into buyers!' How do you do *that*?" which gives me the chance to explain that I write website copy, brochures, flyers and other marketing materials that make people pick up the phone or engage in some other way instead of skittering away, never to be heard from again. Then I offer them a brochure to learn more, and I expect I'll hear from them when they, or someone they know, needs a copywriter.

It almost goes without saying that this *never* happened when I was driving around town with small magnetic "wannabe" signs attached to the sides and back of my vehicle. *Not even once.*

So I'm onto something here. Catch the Wave.

As an author or copywriter, having a professional-looking logo and intriguing catchphrase that lets other drivers know quickly what you offer is a boon. Imagine parking at a book fair, trade show, arts and crafts festival or anywhere else looking like you're the full meal deal.

And get this: when you're decked out like this, you are a traveling advertisement. This means that you can write off every mile you drive at tax time, not just when you drive to book venues and other places to ply your trade. (At least, this is true in Washington State. Ask your tax adviser if the same is true where you live.)

I have a feeling the cost of taking my vehicle up a notch in professionalism is going to pay for itself in less than a month, and every month thereafter as I "move on down, move on down the road..."

And yes, here is a shameless plug for my friend and power partner Eli Struck. If you live in the western Washington area, [Enlighting Design](#) should be your go-to provider for products and services like the ones I just explained. I endorse him wholeheartedly. His phone number is 206-229-9438. His address is 26426 Lake Fenwick Road South, Kent, WA 98032.

But Eli would be happy to work with you to design and create your marketing materials, including a vehicle wrap –simple, like mine, or more involved—no matter where you live. He can include instructions for installing the wrap yourself, but I highly recommend that you hire an installer who knows what he or she is doing, because I watched as my graphics were installed and it would be all too easy to mess up and ruin the application unless you really know what you’re doing.

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Kristine M. Smith is a copywriter and the author of seven books, three of which debuted well at Amazon (#1 in Motivational Self Help, #2 and #4 in Nature>Fauna and Animal Welfare, and #8 in Star Trek) in 2001, 2011 and 2012. You visit her website at [wordwhisperer.NET](http://wordwhisperer.NET).

Kristine suggests this video for those who absolutely must do it themselves and thinks it would be easier with small decals:

<https://www.youtube.com/watch?v=bRkURz3GrDQ> If you would like to see a sample of the brochure Eli did for Kristine, e-mail her at [kristinemsmith@msn.com](mailto:kristinemsmith@msn.com).

PS: “It happened again yesterday when I went to Taco Del Mar for a mondito burrito: people on the sidewalk were reading my SUV *aloud* as I came out the door of the restaurant. It throws me for a loop every time. I've had the graphics on my vehicle for less than a week and it has happened three or four times already--nearly every time I leave my driveway, in other words. This never happened when I had those crappy little magnetic signs on the SUV.

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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:** *Publishers Weekly* ran an article that [B&N Bookstores and Nook may be spun off as separate businesses](#). I see the separation as

a smart marketing move. Nook hasn't been able to compete with other e-readers and the image created by poor sales may be affecting the branding efforts of Barnes and Noble chain of bookstores.

**In the News:** The *USC Trojan Family* magazine reports that USC's recent purchase of a C. L. Dodgson (you know, that guy who wrote *Alice's Adventures in Wonderland*) letter that laments how he hated the celebrity that went along with being the famous Lewis Carroll. Part of their Lewis Carroll Collection, the letter will be available to view at the University Park Campus and online at the USC Digital Library, <http://digitallibrary.usc.edu> .

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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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**Q&A a la Ann Landers**

**So What Do You Think About Amazon's Kindle Lending Program**  
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QUESTION:  
How do you feel about giving your books away free? Especially the free borrowing feature offered by Amazon to their Prime members for their Kindle books?

ANSWER:  
I don't think any of us would have objected to library lending back in the days before Kindle. Yes, there are some differences--not least of which is that libraries bought the books they lent. But two of the benefits of lending programs still exist—whether it's libraries or Kindle doing the lending.

1. They allow people who couldn't afford a book (or wouldn't spend the money) to read them. Most authors want their books read.
2. Readership--purchased or borrowed--will likely increase the buzz about a book which results in more sales. And that goes back to #1. People who can't afford a book can help create buzz, too.

There is another big advantage. If your book is available to borrow, say through Amazon's Prime program, reviewers are often just as happy accessing your book that way instead of having you send a hardcopy to



them. That's saves both time and money for the author. Mmmm. Guess that relates to #1, too. (-:

The details of the Amazon program are at <https://kdp.amazon.com/select>. Click on the link near the upper right on your KDP dashboard page.

### **How Do You Get a Reviewer to Let You Reprint Their Review of Your Book?**

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QUESTION:

I want to use a review I received in my media kit and for your [New Book Review blog](#) but don't want to break any copyright protocols. How do I best do that?

Anonymous

ANSWER:

The best way to get permission is to go directly to the reviewer who wrote the review--if you know who that is. If not, the publisher of the review is second choice (and they may be able to give you the information you need to reach the reviewer). Tell either contact you'd like to reprint and tell them you will credit them and ask them how they'd like to be credited and if so, what link they would like you to use.

It might not hurt to also tell them how they will benefit from those extra links and extra exposure, especially if they're amateur reviewers.

Keep in mind that you don't need permission to quote excerpts from a review so if all else fails, you can choose a positive sentence or phrase from the reviewer and use only that—credited, of course. The guidelines for quoting from a review are called "fair use" and they are fairly convoluted. There is more about how to do this in [The Frugal Book Promoter](#), but Amazon uses 25 words as a guideline for fair use quotes.

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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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#### **Guest Feature**

#### **Bob Rich Shares Birth-of-a-Book Process**

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**By Dr. Bob Rich**

For years now, several lovely people have been pestering me to write a self-help book on writing. Having just finished writing a novel, I've buckled under and started. I thought it might be helpful for other writers to look over my shoulder while I do so.

The first step is to have a concept: what is the book to be about? I've immediately put this into a single sentence, which can be the tagline -- and the title: "The Art of Writing: An editor's advice on creating page-turner fiction and effective nonfiction."

This follows Carolyn Howard-Johnson's hint on titles. Have a pithy but descriptive title, then a long subtitle that contains lots of keywords. Perhaps I should expand this even further, mentioning grammar, word use, punctuation... Trouble is, that's more like a chapter summary.

Second, you can only write a "how-to" book if you are an expert on the topic. This almost certainly means that you already have writings on the subject. I do. The archives of my newsletter Bobbing Around <http://mudsmith.net/bobbing.html> contain a great many essays I've written on the topic. This gave me a shortcut to the necessary second step: a bulleted-point list of topics, in some sort of logical order.

This can be done without having previously written essays of course. It *is* an important step in order to avoid rambling, missing essential topics or duplicating material.

Having produced a list of chapters (topics), and put them in order, my third step is to produce a brief summary of the content of each. Some are complex enough to require me to repeat the procedure: a title for the chapter (no need for a lengthy subtitle, though!), and a list of points, each of which will be a section.

Then, only one thing remains: to expand each bulleted point into brilliant writing. Of course, in my case, the stock of essays again comes in handy, although I prefer to write the same content in new words rather than to copy and paste.

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Dr. Bob Rich is a "Preditors and Editors" Best Book Editor, and the author of fifteen published books, five of them award winners. His latest is the novel *Ascending Spiral: Humanity's last chance*, <http://bobswriting.com/ascending.html>

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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 Radio Host Expert Fran Silverman

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. . . for helping me spread the word about the joys of having control over your own writing career on her new BlogTalkRadio show.  
<http://www.blogtalkradio.com/franalive/2014/06/18/the-frugal-book-promoter> Keep her on your media list to query for your own appearance.

## Thanks to Dan Poynter . . .

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. . . for publishing another quote from my [Frugal Book Promoter](#) (second edition) in his newsletter. You can subscribe to his free newsletter and marketplace at <http://parapub.com/sites/para/>

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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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**In the News:** I often tout Amazon's Prime for authors who send out lots of review copies because it can be a savings on review copy postage, but now what they call Prime Music is part of the deal. *LA Times* says, "Despite a limited music library, Amazon Inc's new Prime Music feature has

streamed tens of millions of songs in the week-plus since its release." They call the \$99-a-year Amazon Prime program "a hit." So, now, if you factor this benefit into your calculation for whether Prime will save you money on shipping (and on their no-cost e-book lending library benefit for Prime members mentioned above in this newsletter), you may be even more tempted to do it.



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.



**Correction:** Megan Williams' book *Calm Ground* was inadvertently labeled a novel. It is a self-help book (psychology). See [The New Book Review](#) for more information on her new release.



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



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

## Using Historical Events and Family History for Stories



**By Mindy Phillips Lawrence**

I've never been into genealogy but the discovery that my mom has cancer made me want to learn more about my family history. She already had a long list of names and birthdays that got me started, along with places of burial. Fortunately, most of the places are within an hour's drive of where I live.

While I was beginning genealogical research, I was also reading a book called *The Buddha in the Attic* by Julie Otsuka. I realized how that novel based on the history of the Japanese people who were carried off to American concentration camps during World War II dovetailed with my search for my ancestors. How easy it would be for someone to take *their* family history and use it as a backdrop for a story, just like Carolyn Howard-Johnson did in her novel, [\*This Is the Place\*](#). I don't advocate using exact names and events, but if the events have historical significance, they can be "fluffed up" for your particular story to make it more interesting and believable. Names can be changed to protect the guilty.

Another thing that made me think about writing was a chart submitted on Facebook showing how famous individuals used their creative time. It was fascinating. I drafted a chart of my own to see where my time goes. Sadly, very little goes to creative endeavors due to a 40-hour-a-week job that I must continue. Then I remembered that if I wrote 500 words a day every day beginning January 1st that I would have a novel by December 31st of that same year. That's doable for almost everyone.

Think about your family from an historical perspective—of the events that occurred during someone's life and how those events could become a story. Do some research. Set aside some creative time. Write.

Until next time, keep writing!

P.S. Notice the circular chart of Wonderful Words in the Links section. It's a helpful tool.

## **LINKS**

### **Daily Routines of Famous Creatives**

<http://shortlist.com/entertainment/the-daily-routines-of-famous-creatives>

### **Family Search**

<https://familysearch.org/>

### **USGenWeb Project**

<http://usgenweb.org/>

### **Top 100 Genealogical Sites of 2013**

<http://www.genealogyintime.com/articles/top%20100%20genealogy%20websites%202013%20page1.html>

### **RootsWeb**

<http://www.rootsweb.ancestry.com/>

**Ancestry.Com** (Expensive. Check your local library for a connection)  
[www.ancestry.com](http://www.ancestry.com)

**Chart of Wonderful Words**

<http://weareteachers.tumblr.com/post/90368883502/love-this-chart-of-wonderful-words>

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Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on an e-book edition of the best of her Itty Bitty column. Find her at [www.mplcreative.com](http://www.mplcreative.com)

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

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**Carolyn's Appearances and Teaching**

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**NEW!** 📖 Carolyn Howard-Johnson will be a speaker at a one-day writing workshop at St. George University and at the Southern Utah Book Expo in St. George, Utah, on October 25, 2014. Updates to come.



📖 The next Digital Author Indie Publishing Conference will be held October 17 to 19<sup>th</sup>. Watch this space for more information.

The conference is at Los Angeles Valley College, 5800 Fulton Ave, Van Nuys CA 91401, (between Burbank and Oxnard Avenues). Register and get maps and directions at <http://www.wcwriters.com/maps/index.html>

📖 Debra Eckerling, a professional writer for more than fifteen years, offers a writers' support group called Write On Online that includes a monthly BlogTalkRadio broadcast. She interviewed me on the topic of self-publishing in June and you're invited to tune in after-the-fact at <http://www.blogtalkradio.com/writeonline/2014/06/11/write-on-june-virtual-meeting>.

📖 I will be a panelist at 7 pm on Monday, September 22 for one of the Publishers Association of Los Angeles (PALA) (<http://meetup.com/Publishers-Association-of-los-Angeles>) biggest events of the year. The topic will be "This Business of Books." Panelists will offer their 5 top tips for publishers, and then the audience will ask questions that they have about publishing. Like: "How do you file your copyright?" and "How far in advance should your pub date be?" It will be in the Rotunda Room at the Vets Memorial Building, 41117 Overland Ave., Culver City in Culver City with free parking. It is free for members and \$15 for nonmembers.

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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](http://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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**Wordstuff™**

**Something to Make Writers Smile**

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**Questions that haunt me:** How important does a person have to be before they are considered assassinated instead of just murdered?  
~Contributed by subscriber JM Sample

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**Essential Book and Record Keeping:**

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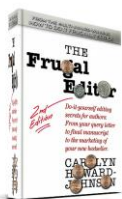
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### Ordering Information

#### The HowToDoItFrugally Series for Writers



*Frugal Book Promoter: How to Do What Your Publisher Won't*  
Order paperback or e-book:  
<http://bit.ly/FrugalBookPromo>



*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*  
Order for e-book or as paperback:  
<http://bit.ly/FrugalEditorKind>  
Coming soon: An updated e-book version with a new cover by Chaz DeSimone. Do you like it?

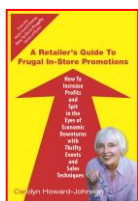


*The Great First Impression Book Proposal: Everything You Need To Know About Selling Your Book in 20 Minutes or Less*  
Order for paperback or e-book:  
<http://bit.ly/BookProposals>



*Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy*  
For Paperback or e-book: <http://bit.ly/Last-MinuteEditing>

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



*A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic*



*Downturns with Thrifty Events and Sales Techniques*

Order from Amazon in paperback or e-book: <http://bit.ly/RetailersGuide>



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

Order paperback or e-book from Amazon:

<http://bit.ly/RetailersTweet>



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

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

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

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

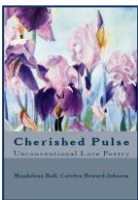
*This Is the Place:* <http://bit.ly/ThisIsthePlace>

*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>

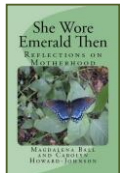


*Cherished Pulse: Unconventional Love Poetry.* Coauthored with Magdalena Ball

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>

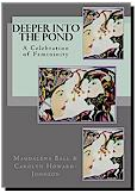


*Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions.* Coauthored with Magdalena Ball

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

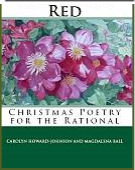
To order as an e-book or paperback: <http://bit.ly/DeeperPond>



*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>



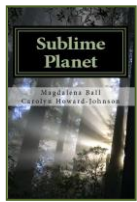
Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that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

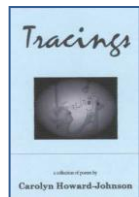
To order paperback or e-book:

<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>