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## 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)**

**Note: You may have better luck with the long URLs in this newsletter if you copy and paste them into your browser window.**

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## Note from Carolyn

Dear Subscribers:

I noticed the difference in activity on Goodread the day that Amazon.com took the reins of that site. My e-mail box was flooded with invitations to be a Goodread friend.

This, of course, speaks to the power of Amazon. Or influence. Call it what you will. I call it algorithms—though that's only part of how

Amazon affects the publishing industry including their search engine capabilities.

Amazon was a giant to be reckoned with before they took on Goodreads, of course. They started as an online bookseller, created Kindle e-reader, moved into book publishing and contests to give them an advantage in finding great content for their publishing, and now they're on their way to dominating (if they haven't already), the social networking of readers, authors, and publishers.

Though a member of Goodreads (and Safari and Library Thing), I admit that I've not been active and know little about how to mine their benefits. I can see that has to change. I encourage my SharingwithWriters subscribers to submit articles to me to publish here or on my SharingwithWriters blog (<http://SharingwithWriters.blogspot.com>). (Yes, I give ample credits complete with buy links to their books in both the blog and the newsletter!) Or send me tips for your favorite way to utilize Goodreads' power. We're all in this together.

In the meantime, I urge you all to include a social network page on your Web site. Few authors have one. It is less important now that we have the little logos to encourage people to click, follow, join, like, etc. But those—really!—are the bare bones. The media, agents, publishers, and other gatekeepers want to know where to find your social networks and how you relate to them.

If you need to see how to set a page like this up, find mine at [http://howtodoitfrugally.com/social\\_media.htm](http://howtodoitfrugally.com/social_media.htm) and here is my Goodreads URL (sad as the pages now appear!) [http://www.goodreads.com/author/show/408377.Carolyn\\_Howard\\_Johnson](http://www.goodreads.com/author/show/408377.Carolyn_Howard_Johnson). In other words, let me help you with some things, but don't follow my Goodreads example unless you take from it the idea that no one of us can be everywhere doing everything for our books. Sometimes we have to make choices.

**Joy, Happy Writing, Editing, and Promoting in the New Year!**

**Carolyn**

**PS:** Those of you who live in Southern California, please consider coming to see me talk at Rancho Las Palmas library July 20, courtesy of Greater Los Angeles Writers Society. See

the entry under appearances near the end of this newsletter. It's free.

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* ([www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)) (\$6.95) for someone you love. Try *Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions* for the men in your life. Sure, they like fusses made over them, too! ([www.budurl.com/Imagining](http://www.budurl.com/Imagining)) (\$6.95). *She Wore Emerald Then* ([www.budurl.com/MotherChapbook](http://www.budurl.com/MotherChapbook)) (\$12.95), for mothers and other women, *Deeper in the Pond*, for the feminists in your life—both men and women ([www.budurl.com/DeeperPond](http://www.budurl.com/DeeperPond)) (\$6.95) and *Blooming Red* ([www.budurl.com/BloomingRed](http://www.budurl.com/BloomingRed)), to use as Christmas cards or incidental holiday gifts. Plan next Christmas early. And ask about my special price on chapbook/cards purchased in bulk at [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com). All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me. You also will find an entry intended to please the tree-huggers in your social circle. Sublime Planet is at <http://amzn.to/SublimePlanet>.  
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**Tip:** Writing career won't budge?

You need *The Morning Nudge*. I subscribed to Suzanne Lieurance's writers' helper at [www.morningnudge.com](http://www.morningnudge.com). You'll also get a free report - *How to Become a Writer: Make Money Writing NOW*.

**Tip:** Three videos from Tony Eldridge that make it easy to learn more about online marketing:

- <http://marketingtipsforauthors.com/Frugal/GABloggerVideo/FrugalTipGA2Blogger.html>
- <http://marketingtipsforauthors.com/Frugal/GAVideo/FrugalTipintro2ga.html>
- <http://marketingtipsforauthors.com/Frugal/TwitterScheduleTweetVideo/tipsscheduletweets>

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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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**Accessible Contests**

**Announcing the Benjamin Franklin Digital Book Awards**

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Lisa Krebs at IBPA's (Independent Book Publishers of America) forum says, "Publishers and digital innovators of all sizes get direct feedback from expert judges on your digital publication [when you enter] The new IBPA Benjamin Franklin Digital Awards program. <http://www.ibpa-bfda.org/>

## **Specially for Poets**

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A new online journal *Muddy River Poetry Review* publishes twice a year. They take submissions and also run a contest:

<http://www.muddyriverpoetryreview.com/guidelines.htm>

## **FREE Flash Fiction Contest**

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Colors of My Soul (<http://www.thecolorsofmysoul.com>), an online resource dedicated to all things writing, is hosting a flash fiction contest in the second half of June. The winner will receive \$150 contributed by Writer.ly, an online marketplace that connect writers to the services and experts needed to create their books and get them sold.

Additional prizes for the winner and runner-ups are provided by:

~Carolyn Howard-Johnson, the author of the multi award-winning series of *HowToDoItFrugally* books including the second edition honored by USA BOOK NEWS;

~Annabel Candy, Web and Blog Designer, Writer and Consultant, the author of *Successful Blogging in 12 Simple Steps* course.

There will not be any entry fee

A photo prompt will be provided for your work of short fiction, maximum length 500 words.

For more details about the contest check the website (<http://www.thecolorsofmysoul.com> ) or the Facebook page (<http://www.facebook.com/ColorsofMySoul> ).

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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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**Quote:** “Our country [USA] is in the midst of a growing “shop local” movement, urging folks to support their neighborhood stores, eat locally grown produce, and, in general make staying close to home with their dollars a lifestyle choice. As publishers, we can take the local movement to heart. You’re part of a local scene, wherever you’re based. Do you know your nearby colleagues? Get together with them? Attend or even create events that provide opportunities for networking? I urge you to talk to fellow writers in [your immediate area], talk them up, and support them by buying what they write or publish.” ~ Lynn Rosen, Editorial Director of *Book Market* magazine.

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

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**Tip:** BookBub.com is an e-mail recommendation engine that delivers daily e-book deals to its members who want to stay on top of what’s happening in the entire industry, not just what the big publishers (and big media) want us to know. Unlike some sites that expose free and low-cost book deals to those who have signed up for them, this one is selective but it does work with everyone from big publishers to individual authors. Thus it acts as a kind of curator--like a bookstore but in an inclusive way. You may want to check it out for your next book promotion.

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One of my favorite Web site pages is the one that’s part of the huge Writers’ Resource segment. It is a list of media release disseminators and includes mini reviews of each one. [http://howtodoitfrugally.com/media\\_release\\_disseminators1.htm](http://howtodoitfrugally.com/media_release_disseminators1.htm)

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**Tip:** Publerati.com is a new traditional publisher that publishes original literary fiction exclusively as e-books. The founder is Caleb

Mason who has had experience at Little, Brown, Salem House, and with software publishing. He acts as a kind of publisher/agent because he also represents the author for print rights, foreign rights, movie deals, etc. He has published seven books since 2012 and is planning four more, some by authors who have fled the biggies looking for alternatives.

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My blog, War, Peace, Tolerance and Our Soldiers is where I get to nag and rag and try to make things better for our troops and maybe for the world. It includes a segment of frugal ways to help our troops and veterans. I'd love to have you leave a comment or send me a guest post. [www.warpeacetolerance.blogspot.com](http://www.warpeacetolerance.blogspot.com)

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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, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success."

### **Publishing Professional Patricia Fry Publishes First Novel**

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*Catnapped, A Klepto Cat Mystery* is live at Amazon.com ready for you to download onto your Kindle, iPad, or iPhone. Published by Matilija Press (<http://www.matilijapress.com>), this book is available for android for just \$2.99.

Beloved neighborhood cats are missing—the community can only guess at their fate—and Aunt Margaret's life is being threatened. Is it because she has a clue to the missing cats or is it something more sinister? Of course, as in all of the Klepto Cat Mysteries, Rags, an ordinary cat with a most unusual habit, has a paw in saving the day. If you like light mysteries with only a little terror, if you're infatuated by interesting cats, and if you love a love story, you must read this book. <http://amzn.to/14Ock0W>

**Patricia Fry** is the author of 37 books—most of them related to publishing and book marketing. Contact her at [PLFry620@yahoo.com](mailto:PLFry620@yahoo.com) Visit her Visit writing/publishing Blog: [www.matilijapress.com/publishingblog](http://www.matilijapress.com/publishingblog)

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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:** Too many authors underuse the profile Amazon.com provides for authors. It's accessed through AuthorsConnect, but Amazon visitors (i. e. readers!) access it through the link in your name that's on your book's buy page. You can feed your blog to it and keep the list of your own books up-to-date. And, of course, it allows you to post a fairly comprehensive biography and even a headshot or action photo. Mine is at: <http://budurl.com/carolynsamazprofile> This is the only place on Amazon I know of that still has a like button. Kindle provides something similar that even lets folks follow you.

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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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**Quote:** "Creativity is a renewable resource..."~ Jeffrey Kluger, Time magazine

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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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**Q&A a la Ann Landers**

**Self-Publishing a Picture Book**

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**QUESTION:**

Dear Carolyn,  
I have a project that the idea is still in the cradle not developed

yet. I want to publish a picture book and text about people taking public transportation in Los Angeles. What kind of transportation is available? Why people are they using it? Where they are going, etc.? A photographer friend and I are taking the Metrolink to Oceanside. We want to interview people and take their pictures. Do you have tips for me?

Catherine Yesayan, Author

**ANSWER:**

Catherine, here is something to consider before you start on a project like this. Picture books are either very expensive to produce or very difficult to produce. So there is either a high cost of hiring the work done or a huge learning curve if you want to do it yourself. My advice: This is one time where it would pay to write a book proposal first--before you do a lot of work on the book itself--to get an agent and let him or her get a publisher for it who really knows what they are doing. That is, they specialize in this kind of book or have published many similar ones.

Here are two advantages to approaching it this way: 1. You don't have to do ALL the work until you have a contract in hand--only the book proposal 2. You end up with a book you can be proud of. Oh, yeah, and 3. A good publisher will help you market it. You'll find all the details on The Great First-Impression Book Proposal at <http://budurl.com/BookProposals> for only \$2.99 (e-book) or \$6.95 (paper) and it will only take you about 30 or 40 minutes to read it.

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

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**Tip:** It's a good idea to check Amazon's overseas sites to see if they've got the metadata on your book right. Here's information from Aaron Shepherd's blog on international metadata: <http://www.newselfpublishing.com/blog/#internationalmetadata>  
PS: Metadata merely means the little facts about your book that need to be accurate like title, ISBN, book size, page numbers, etc.

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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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**Q&A a la Ann Landers**

**Does Amazon Have the Right to Discount**

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**QUESTION**

**If I set a price in Amazon, and the book is NOT enrolled in KDP select, how is it that they get to change the price?**

**How (if at all) does that affect my royalties?**

**Holly J.**

**ANSWER**

They get to change prices because they are the retailer and setting the retail price is the prerogative of retailers, everything from department stores to boutiques (online or off). Amazon aims for the lowest price possible which is why people buy from them-- which is why we WANT our books on Amazon at the lowest price possible. Make sense? There are lots of other reasons we want our books on Amazon, too. *Huge* reasons.

And, no. In most instances it doesn't affect your royalties. But here's the thing. Sales are more important than the percentage on any given book. In the retail world of which I was a part (other than books) for thirty years, it's about quantity of sales rather than large margin per sale. One sale begets recommendations and more sales still (especially with a good book!), so we don't mind discounting to get that advantage. There can be limits to discounting--and Amazon knows where they are. I don't see that they're much interested in loss leaders. Even when books are given away free, there is something in it for them.

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Subscribers who have websites or newsletters of their own may be interested

in the Fr ~ Articles 4 Readers and Writers on my site,  
[http://howtodoitfrugally.com/free\\_content.htm](http://howtodoitfrugally.com/free_content.htm) . I try to add new articles to it frequently. If  
you don't see what you need for your blog or newsletter, just ask. [HoJoNews@aol.com](mailto:HoJoNews@aol.com).



## On Poetry



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

## BBC Calling for Poems To Be Read on the Air



If you should decide to try for a coup like this, you may want to have one of your readers submit for you, but remember my rules of marketing: Make it easy for your reader to do that. In this case, I'd write a great query letter and include a poem according to their submission standards so your reader can just copy and paste if they want to comply with your request. This link will help you with the submission process. Here's the link:

<http://www.bbc.co.uk/radio4/features/poetry-please/contact/>



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).



**Tip:** You can save money by planning ahead for your memoir or novel—even if you plan on hiring a ghost writer. I highly recommend David Leonhardt's service:

<http://www.seo-writer.com/reprint/organize-plot.html>



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/>



**Editing Tip:** Did you know that it's not only OK to "split an infinitive," but that according to the *Smithsonian*, "great writers including Chaucer, Shakespeare, Donne, and Wordsworth have been inserting adverbs between "to" and infinitives since the 1200s. In fact, you can't split an infinitive because there is nothing to split. The "to" isn't part of the infinitive. The "to" is a prepositional marker.



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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**WritingTip:** When you're writing how-to articles, put your beginners' hat on. Try to think about what you didn't know when you first got started and then draw a very careful map with words.



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>



**Peer Review and Proof Reading:  
Getting Help for Your Book**

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**QUESTION**

Carolyn:

A few years back I'd bought your book, *The Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>) and found tons of wonderful tips, information, and people to network with. It is amazing to me that some people may not take advantage of such a gem.

I've reviewed over 250 books and am the staff book analyzer and reviewer for *Fjords Review*, a literary journal. I enjoy reviewing, but want to publish my books too. Would you consider [name withheld] a place to send a children's picture-book manuscript?

What are your thoughts on peer-review? This is where fiction authors send the first 30 pages to people who love that genre and ask for their opinion and suggestions. These people are asked to be brutal and to comment in red if they want to on your manuscript. In return, they get mentioned in your book.

Best Regards,

Christina F. Kennison  
[ChristinaFrancine@hotmail.com](mailto:ChristinaFrancine@hotmail.com)

P.S. Where might I find amateur proofreaders or editors? You mention using them in your book and I like the idea.

**ANSWER**

Christine,

Regarding amateur proofreaders/editors, I'm sure you also noticed that I said using them are a good starting point but will not do the same job as a professional editor who really has a grasp on everything in the publishing world--from grammar to formatting. This is even more important for a first book.

Most people who use amateurs search out former English teachers or friends who majored in English. By the way, this works better for nonfiction than fiction. Many who know a lot about punctuation, as an example, have no idea how to punctuate dialogue (which you no doubt read about in *The Frugal Editor* (<http://budurl.com/TheFrugalEditor>)). Using them is a little like the peer review you mentioned. You consider the source, i.e. what they are experts in. If they are general readers, if you hear the same thing from several of them, etc. Then you do some research on your own (checking with experts with lots of credentials, I hope!) before you decide to accept or reject their suggestions.

Regarding the press you mentioned. I don't think they're quite right for a children's book. Children's books require an awful lot of formatting and design expertise so, I think you'd be better off hiring a designer/formatter who has this kind of experience--one whose work you like. Or go try the traditional publishing route first.

I suggest you join what used to be called list-serves like [pod-publishers-subscribe@yahoogleroups.com](mailto:pod-publishers-subscribe@yahoogleroups.com) and [self-publishing-subscribe@yahoogleroups.com](mailto:self-publishing-subscribe@yahoogleroups.com). Ask questions and learn from the questions and answers others ask.

Choose groups like these that have a lot of real experts willing to recommend and help. If you use ones with lots of newbies, you should be able to tell soon enough. Then you take their advice as exactly what it is--amateur advice. And be very, very cautious about anything that smacks of unethical behavior or seems too easy.

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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:** Too many authors love fonts too much. Verdana was designed specifically for easy reading on a screen. Other good ones for Web sites are Arial, Georgia, and Calibri. But mix them only if you have a very good reason. "Keep it simple," is a great mantra that's hard to follow.

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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 You

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

## Thanks to Nancy Famolari

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...for her review of Magdalena Ball's and my Father's Day chapbook in our Celebration Series. It's on her Author Spotlight blog, Goodreads and Amazon.  
<http://nancyfamolari.blogspot.com/2013/06/remembering-fathers-imagining-future-by.html> Father's Day is over, but a man in your life may be having a birthday soon. You might want to query Nancy for a spotlight of your own.

## Thanks to p.m.terrell

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... for publishing my article on making the most of book fair appearances at <http://bookemnc.blogspot.com/2013/07/book-fair-buzz-what-tos-and-what-not-tos.html> . You may want to subscribe to her blog to get more information on how really great book fairs (large or small) market, what to look for in choosing a book fair, etc.

## Thanks to L. Diane Wolf

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...for running my guest post on "To Pseudonym or Not to Pseudonym." If you're considering using a pseudonym or already doing it, it's a must-read!  
<http://circleoffriendsbooks.blogspot.com/2013/06/to-pseudonym-or-not-to-pseudonym.html>

## Thanks to Jim Cox and Beth Cox

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...for adding my The New Book Review to his respected sites' recommended book blogs:

<http://www.midwestbookreview.com/links/bookblogs.htm> Find other aids as well as review information on *The Midwest Review*.

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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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### Opportunities

## Book 'Em Making Plans for 2014

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Book 'Em North Carolina Writers Conference and Book Fair is now registering authors of children's books for their February 22, 2014 event to be held in Lumberton, North Carolina. The Children's Corner has become a popular part of the day-long event, with readings and activities. Authors can sign and sell their books. A portion of each sale goes to fund literacy campaigns. The money is divided among the Dolly Parton Imagination Library for books for ages 1-5, Communities In Schools for all grade levels, and The Friends of the Library for all ages. For more information, visit [www.bookemnc.org](http://www.bookemnc.org).

The headliner for the upcoming event is *New York Times* bestselling author Haywood Smith. Hollywood Producer Adam Cushman of Red 14 Films will be discussing the process of turning books to film. They join more than 75 authors in a variety of genres. Although the event is still months away, the organizers have reported that they are completely full with authors of all adult-targeted genres.

The event is FREE and open to the public. More than 2,000 people attended last year's event. I loved being there last year. They do a great job promoting the fair. Interested authors should contact Terrell at [patricia@pnterrell.com](mailto:patricia@pnterrell.com). Tell her I sent you. Get on their mailing list, even if you're unsure!

## Antioch Presents Workshop in Ohio

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It's not too late to register for the Antioch July 6-12 workshop in Yellow Springs, Ohio. Click [here](#) for details.

<http://www.antiochwritersworkshop.com/>

## Erma Bombeck Writers' Workshop Blog...

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...offers guest blog opportunities. Teri Rizvi, founder of the workshop (<http://www.humorwriters.org>), says, "We welcome humorous essays, human interest columns, and how-to articles for our [blog](#). Send your pieces to [erma@udayton.edu](mailto:erma@udayton.edu) for consideration."

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Are you an ampersand fan? Chaz DeSimone designs a fun series of art prints & posters featuring "the ampersand as fun & fabulous art." 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!

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**Tip:** Joel Friedlander says, "If a Web site says only, 'Register for the Webinar,' a certain percentage of people will be stumped unless it explicitly says, "First click this link, then look for the pay now button." Check your site to see if you've given careful instructions everywhere they're needed"

**Quote:** Persistence is the secret to successful book marketing but it may mean changing gears when something doesn't work. ~ CHJ

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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](#)

### **Sort, Kind, and Type: An Explanation**

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**By Mindy Philips Lawrence**

Some people use the words kind, sort, and type interchangeably confusing one with the other. However, there are subtle differences between the terms.

- Type is normally used with a specific, defined group.
- Sort is used with a more general term and often used in relationship to character: What sort of instructor is she?
- Kind is a word more often used with a larger category and stand somewhere in meaning between type and sort...as in: What kind of insect is that?

Some people still think of these words as interchangeable but I believe there is a fine division in their meaning.

Read some of the links posted here and see what YOU think.

### **LINKS**

## Differences Between Kind, Sort and Type

<http://difference-between.com/english-language/kind-sort-and-type/#.UcSWD38o5jo>

## Differences

<http://english.stackexchange.com/questions/15075/whats-the-difference-between-kind-and-type>

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Mindy Phillips Lawrence is a writer, editor, and artist based in Springfield, Missouri. She is busy working on the e-book edition of *An Itty Bitty Book on Writing*. Stay tuned.

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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](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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## Feature

### Is It OK to Write from the POV of Someone Unlike You

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Many of you know that in my other writing life I take up serious themes like discrimination so I'm especially sensitive to it when I see in the publishing world.

Not long ago, my writing friend Leora Krygier was asked by a reporter for the *Orange County Register* if she felt qualified to write from the point of view of a young Vietnamese girl in her book *When She Sleeps*. Having once been in journalism and been in a position to do some interviewing of my own, I was a bit incensed. It seemed amazing to me that someone would presume to tell a writer they couldn't or shouldn't write from any point of view they so choose or suggest that doing so would cause resentment. How could a reader (or a reporter) possibly presume we couldn't write from the point of view of someone of a different race, a different religion or culture.

And why would they tinge that question with a hint-of-haughty in the voice, a bit of a look-down-the-nose demeanor.

My daughter, a cultural anthropologist, suggested that such ideas are a function of our intensity to be as politically correct as possible and The *Register* did have a large Vietnamese population, which was probably one reason they were doing the interview in the first place. Because I believe that being politically *incorrect* in most instances promulgates bigotry, I tried to put all my arguments—arguments in favor of creative writers—aside and forget about it.

Then I ran into another instance of this what appears to be literary bigotry in *Time* magazine. There it was in my face again:

Belinda Luscombe put on her snarkiest interview hat to interview Pulitzer-prize winning novelist Michael Chabon. It went something like this: "A central character in your book *Telegraph Avenue*, Arcy Stallings, is the black co-owner of a record store. Did you feel anxious writing from the point of view of a black guy?" In addition to the haughty and snooty tendencies listed above, her question smacks a bit of the passive aggressive.

I admit it. That got me a little riled. But the interviewer persisted: "But race is a charged subject. In the book, there's a white lawyer, Moby, who talks like a black guy. Didn't you worry that that was you?"

Then I went on a full scale rant, albeit a quiet one to myself. Exc-u-u-se me! But don't writers of fiction always use something of themselves when drawing a character? None of us can pull any character trait that we haven't personally seen, experienced, or read about from thin air! I sniffed! But it doesn't *have* to *be* us.

And doesn't fiction work—especially great fiction—because at our cores we are all the same? Sentient human beings who share needs and feelings? When I suffer under one kind of prejudice, as an example, isn't that at some level very similar to what someone else suffers under another? So wouldn't that qualify white-girl me to write from the point of anyone I so chose—if I took care. If I had a worthy subject and theme. And isn't that the job of the artist to decide?

And (I actually huffed! Almost aloud!), haven't these reporters ever heard of research? Or imagination?

And what about that idea of getting too close to something, so close that we may feel responsible or fear we're putting our souls in danger? Or that someone might mistake sincerity for satire? Of vice versa? Wouldn't any thoughtful person understand that every time an author picks up a pen he or she puts herself in some kind of emotional (philosophical?) danger? And don't readers (and reporters) understand the difference between fiction and reality? Do they really think that every character in our books *is* us rather than seeing that every character may be us, but may also be a reflection of someone we've observed? Or read about? Or devised by mixing traits of many people we've met?

And this is the answer I came up with.

Apparently not.

CHJ

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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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**Tip:** In the recent IBPA (Independent Book Publishers Association) print magazine, Lee Foster explains why he is still displaying Google ads on his Web site. He says, if "100 people come to this site, one of them clicks on a Google ad and I will earn perhaps 25 cents." It's called passive income and Google uses algorithms to match the ads to the content of your Web site."

## Carolyn's Appearances and Teaching

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**New!** 📖 Enroll early for this Writers' Weekend presented by the Pacific Institute for Professional Writing, a two day learning opportunity at Glendale Community College, Glendale, Ca., on July 20 and 21. You may purchase a full weekend pass, one-day pass,

or individual sessions. Each attendee will receive a free podcast of the session they attend after the event. Due to the intimate nature of the event, each session is limited to 125 people. Free WiFi and electrical for laptops and tablets. I will be sharing the slate with Caroline O'Connell and Stephen Smoke to talk about "Book Promotion Today" on Saturday the 20<sup>th</sup> from 9 to 10:30 in the Student Center. Special discounts are offered to members of some Southern California writers' groups. [www.pipwwritersweekend.com](http://www.pipwwritersweekend.com). Learn more about the faculty at <http://www.pipwwritersweekend.com/speakers.html>



**Updated! Free!** 📖 Place: Palms-Rancho Park Library

2920 Overland Avenue

Los Angeles, CA 90064

Ray Bradbury Room, 2<sup>nd</sup> floor

Date: Sat. July 20

Time: From 2 pm to 5 pm

Title: SELL A TON OF BOOKS:

**FREE**

Sponsors: Greater Los Angeles Writers Society (GLAWS) in partnership with the Palms Ranch Library. Description: Multi award-winning author of the HowToDoItFrugally series of books for writers Carolyn Howard-Johnson gives you the rundown on building contact lists better than any that could be purchased for lots and lots of money, writing a killer query letter that will sell their book to an agent or publisher and their publicity ideas to movers and shakers, and how to make their Amazon buy page a selling machine. Learn more at <http://www.glaws.org/events/monthlyeventcalendar.html> You're welcome to come network at a dinner at Marias Italian afterward (Dutch).

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

**SUDAFED:** Brought litigation against a government official.

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**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@comcast.net). Please put "Submission: Sharing with Writers" in the subject line.

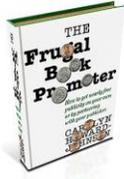
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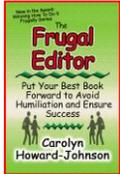
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## Ordering Information

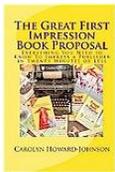
### The HowToDoItFrugally Series for Writers



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

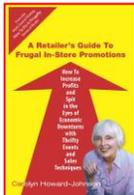


*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*  
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Paperback: <http://budurl.com/BookProposals>  
E-book: <http://budurl.com/bookproposalskindle>

*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>  
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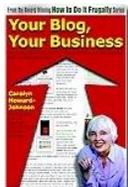


**The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)**

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

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

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Order for Kindle Reader: <http://www.amazon.com/dp/B004H4XCCS>  
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<http://www.createpace.com/3439623>.



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

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

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

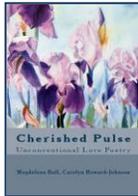
*This Is the Place:* <http://budurl.com/ThisIsthePlace>

*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)

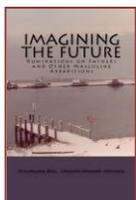
For e-books:

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

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

For e-books:

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>

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<http://budurl.com/Imagining>

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

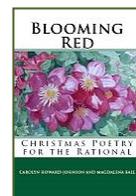


Authored with Magdalena Ball. Artwork by Jacquie  
Schmall

To order as an e-book:

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To order as a paperback: <http://budurl.com/DeeperPond>



*Blooming Red: Christmas Poetry for the Rational*  
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Vicki Thomas

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To order e-book: <https://createspace.com/dr16064>

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>

