

"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

June 24, 2014

Sharing with Writers Since 2003

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

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

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

In the spirit of the advice I give in the *Frugal Editor*--to use an extra pair of eyes whenever possible--this newsletter is voluntarily copyedited by Mindy Phillips Lawrence. Reach her at mplcreative1@aol.com and www.mplcreative.com. In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing 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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## 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) If you can't copy and paste from .pdfs, try updating your Adobe pdf program.**

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Note from Carolyn

Dear Subscribers:

I think I've mentioned the value of using Help a Reporter Out (HARO) to get exposure for you, your business, and your book. I'm pretty sure I've also mentioned using out-of-the-box methods of selling books, and I know I talked about selling books in retail stores other than bookstores in [The Frugal Book Promoter](#). Here is a quick pitch I used to answer a HARO call for information. I thought you could use it as a template (and maybe a little inspiration) for using HARO effectively. It might also help with query letters. Notice that a pitch or query absolutely must be tailored to the needs of the editor or writer you are contacting and that, generally speaking, it shouldn't have the tone of a formal business letter.

Elaine, I give lots of ideas for selling books in the multi award-winning book you see in my signature, and all of them are things I've tried myself. I know their out-of-the-box character is one thing that has kept this book selling for years, well into its second edition.

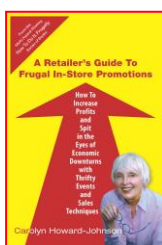
One of my favorite stories is how I combined my thirty years as founder and owner of a chain of retail stores with my newer career in publishing and, I have to say, that retail experience has surely come in handy.

You probably know how hard it is to get books into airports. Here's how I did that for a novel set in Salt Lake City. It was published just before the Winter Olympics in 2001 and I knew that retail stores in and around that venue would be looking for tie-in products. Bookstore buyers do the same thing. That is, they look for merchandise that is current, that will interest their customers and those who walk by their windows and down their aisles.

So, it's up to an author or publisher to finding an angle that will make the book profitable for whatever retail outlet he or she is approaching. The Salt Lake City aspect of my book was perfect for this occasion and so was the fact that the "cute meet" in the book was set on the slopes of Alta, one of the Olympics venues.

I targeted the chains in airports, but also the gift stores paying special attention to independent gift stores. (I sent query letters and sales packets first to the airports in Utah and branched out to other major airlines' hubs). I offered buyers a package deal of twelve books that came with a free point of purchase display with an Olympic-Utah themed header card.

I sweetened the pot by telling buyers that if they didn't sell at least ten books before the Olympics, they didn't have to pay for the order. Every one of them paid, though I didn't see reorders from them all. I don't think it's necessarily the no-risk offer that is so important. I think it's that an offer like this is contagious. If the sales person (in this case, the author or publisher) is so sure of her product's appeal, the buyer or owner of the shop will catch the bug.



This particular sales technique once worked on me when I was in retailing. I was shown colorful little odd-shaped lollipops I never would have put in my store otherwise, but the sales person suggested we could sell them as tie-ons in our giftwrap department. BTW, I explain this in a little more detail in my *HowToDoItFugally* book for retailers, *A Retailer's Guide to In-Store Promotions* seen at the left.

Once you have written a few query letters or pitches, it becomes a lot easier to write another. And I save each new query letters with a different focus that I write so I don't have to reinvent the wheel if that same query should ever be needed again.

Happy Writing, Editing, and Promoting,
Carolyn

PS: Notice that the West Coast Writers Conference is this weekend and they do something no other conference I know of does. They let you sign

up for one day only if that works best for you. AND they have a payment plan with no interest. Not that it's a very expensive conference to begin with. Just scroll down to "Carolyn's Appearances" at the end of this newsletter for more information.



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



Tip: If you read a lot and like to review or blog books, you can sign up with Crown books to get free reading material from them—your choice. Go to http://www.bloggingforbooks.org/?utm_source=Publishers+Weekly&utm_campaign=21112d37f9-Random+House+-+Blogging+-+20140618&utm_medium=email&utm_term=0_0bb2959cbb-21112d37f9-304612053 I found lots of writing peeps I know had signed up and had liked their 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.



Accessible Contests



Cider Press Review says, "You only have a short time left to submit manuscripts for the 2014 *Cider Press Review* Editors' Prize book award for a first- or second book. Manuscripts accepted through June 30, 2014. If you've been procrastinating (and we know you have!), *now is the time*. The annual Cider Press Review Editors' Prize offers a \$1,000 prize, publication,

and 25 author's copies of an author's first- or second book length collection of poetry. Author receives a standard publishing contract. Initial print run is not less than 1,000 copies. While we strongly encourage all authors to use our convenient online submission system, we also understand that some writers still prefer mail: **PO Box 33384, San Diego, CA 92163**. See our submission guidelines online at ciderpressreview.com."

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

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Subscribers Sharing Tips: QueryTracker.net has a list of top literary agents—both those who receive queries and those who accept them. <http://querytracker.net/top-10-agents.php>
~Submitted by Lance Johnson, playwright and author of *What Foreigners Need To Know About America From A To Z* (<http://amzn.to/ForeignersAmericaUS>).

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

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Editing Tip: I caught the *LA Times* using a wordy verb in one of their headlines. Here's my advice for them in a recent [post on my editing blog](#). Do you agree with my edit? Why not subscribe to the blog? The posts are infrequent and usually short and sweet.

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If you really want people (like me!) to repin the cover of your book or other of your book-related pins, you should have a board dedicated to your own work. That doesn't mean you can't pin you book cover on your other boards when they fit the theme, but consider the difficulty those who want to help you promote will have finding them if they can't go to a designated board—for either all your work or for

pins related to your individual titles. If you need examples of how to do that, check my board at <http://pinterest.com/chowardjohnson>.



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.

Sculptor Anna Aizic Publishes First Book



Anna Aizic recently published her first book, a memoir titled: [*The Circles of Life*](#). There is an elemental quality inherent in Aizic's work. Her artistic progression and interest in the nature of properties has led her to experiment with a variety of media including wood, stone, metal, and glass in addition to efforts in painting, photography, and writing.

Aizic was born in Communist Odessa of Ukraine; she has been working for over twenty years with people with special needs, developmental disabilities, mental illness and psychiatric rehabilitation. Aizic was educated at The Art School of Jafa in Tel Aviv, and trained in jewelry design her parents hoped she will become a concert violinist :-). Learn more about her at her Web site <http://www.annaizic.com/> and her Amazon page at <http://amazon.com/author/annaizic>. She tweets at <https://twitter.com/annaizic> and blogs at <http://annaizic.blogspot.com/>.

Pat Fry Adds Another Book to Her Kitty Series



Pat Fry says, "It's another exciting day here in my office--even the cats seem happy.

"Today, I'm introducing the 5th in the Klepto Cat Mystery series, *The Colony Cat Caper*. In this story, Savannah Ivey, a veterinarian out on maternity leave; her aunt Margaret, the founder of the Hammond Cat Alliance; and Colbi Stanton, a reporter for the local newspaper, take on a cat colony at an abandoned building. Odd activity around the place makes them wonder if it actually is vacant; some believe it's occupied by something otherworldly. When a stranger comes to town and suggests the Alliance open the old building to a fundraiser, everyone gets involved, including Rags, Savannah's kleptomaniac cat. He finds something that day that stirs a lot of people--both law-abiding and crooks--into action. Are the feral cats and their caretakers in serious danger? What (or who) lurks

inside the old building? What secrets does it hide? And who has the key to unlocking the mystery?

"You can bet that, as in all of the Klepto Cat Mysteries, Rags, the klepto cat, has a paw in saving the day. <http://amzn.to/1kAI8I2>

"If you haven't read the first 4 books in the series, you can download all of them to your Kindle. If you don't have a Kindle, download the Kindle program FREE to any reading device. The books in the series are

- Catnapped
- Cat-Eye Witness
- Sleight of Paw
- Undercover Cat
- The Colony Cat Caper

"You can now order the first 3 books in the series in print. <http://amzn.to/1kAI8I2>

Thank you for your ongoing support and interest."

Sincerely
Patricia (Patty), <http://www.patriciafry.com>
Books by Patricia Fry:
<http://www.matilijapress.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

Midwest Review's Top Books for Writers

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In a recent article in his newsletter, Jim Cox, founding guru of the *Midwest Review*, includes his suggested titles for writers and I'm flattered (and glad to be one of them): He said, "There are a lot of excellent how to instruction manuals and guides available to the novice publisher and the newly self-published author on what has been termed 'guerilla marketing' strategies offering a wealth of tips, tricks, techniques, and strategies for those of limited financial means. You will find them reviewed and listed at:

[http://www.midwestbookreview.com/bookbiz/pub\\_shlf.htm](http://www.midwestbookreview.com/bookbiz/pub_shlf.htm)"

He says, "There you will find such informative and every-author/publisher should-read-this titles like:

"1001 Ways to Market Your Books by John Kremer  
52 Ways To Sell More Books! by Penny C. Sansevieri  
The Author's Guide To Publishing And Marketing by Tim Ward & John Hunt  
Book Marketing De-Mystified by Bruce Batchelor  
Book Promotion Made Easy by Eric Gelb  
Brilliant PR by Cathy Bussey  
The Complete Guide To Book Publicity by Jodee Blanco  
The Economical Guide To Self-Publishing by Linda F. Radke  
The Frugal Book Promoter: 2nd Edition, by Carolyn Howard-Johnson  
Grass Roots Book Marketing by Rusty Fischer  
Grassroots Marketing For Authors And Publishers by Shel Horowitz  
Grassroots Marketing: Getting Noticed in a Noisy World by Shel Horowitz  
Grumpy's Guide To Global Marketing For Books by Carolyn Mordecai  
Maverick Marketing by Lisa Messenger & Mel Carswell  
Maximum Exposure Marketing System by Tami DePalma & Kim Dushinski  
Mosquito Marketing for Authors by Michelle Dunn  
Musings Of An Online Bookseller by John Landahl  
Online Book Marketing by Lorraine Phillips  
Publicize Your Book! by Jacqueline Deval  
Publishing For Profit by Thomas Woll  
Red Hot Internet Publicity by Penny C. Sansevieri  
Sell More Books! by J. Steve Miller & Cherie K. Miller  
Sell Your Book Like Wildfire by Rob Eager  
Selling Books as Premiums & Incentives by Marilyn & Tom Ross  
The Selling Of An Author by Bruce E. Mowday  
Simple Guide to Marketing Your Book, by Mark Ortman  
The Step-by-Step Guide to Self-Publishing for Profit! by C. Pinherio & Nick Russell  
Why, When, Where, & How To Write, Publish, Market, & Sell Your Book by Bill Thurwanger  
Write, Publish & Market Your Book by Patrika Vaughn  
You Can Market Your Book by Carmen Leal

"There are a lot more titles where these came from. I take a justifiable pride in the Midwest Book Review web site as having the largest writing/publishing bibliography data bases in all the world!"

Naturally, I thought I'd pass his suggestions on to you. I always say, "One book on the writing and marketing of books is never enough."

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Subscribe to Jim's newsletter at <http://www.midwestbookreview.com>

**PS:** You'll also find my personal list of helpful books for writers in the Appendix of [The Frugal Editor, 2<sup>nd</sup> Edition](#), (presently only as an e-book).



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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 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:** An article in Bob Rich's last newsletter *Bobbin Around* confirmed to me once again that even though a prologue can bring a greater understanding to the story at hand, many people don't read them. I sometimes advise my editing clients not to title their prologues 'Prologue.' Call it something more provocative, something like "The Day Before the First of May," depending on its content, of course.

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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**

**Fun Conference Coming Up . . .**

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One year I spoke at the Wisconsin Writers Association (WWA) Conference and found it to be a group of talented writers—and a very supportive group. Their 2014 Conference is coming in this fall and they are offering a couple special challenges and benefits for registration. The more important one is that paid members who register can take along a friend for free (except for meals). The other is a conference T-shirt with the adorable conference poster image on it—a fun souvenir. The conference is being held Sept 26 and 28 and that's a perfect time of the year to visit Wisconsin. Contact Phillip Gathright, conference manager, and ask him about it. Tell him I sent you. fcfmgr@wiwrite.org. Learn more at <http://wiwrite.org>.

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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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Tip: Pinterest can be great for authors. To make it work for me, I started to repin when people pin my stuff--but the process got out of hand. Now I *promise* to repin when they repin something related to my books (though I try to pin other things, too—just to keep it interesting!) I've noticed, though, that it's hard to find authors' books to repin because they either forget to pin them or because they mix them into all of their other boards (and sometimes those boards grow to hundreds of pins each). It's like trying to find a needle in a haystack. So don't forget to do an exclusive board for your writing. And don't hide that it's a board for our own writing. Be upfront about it. You can always adding cartoons or other images associated with the theme of your book to that board, too. And you can start another board for your friends' books or recommended books.

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

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Tip from Subscribers: Did you know that Amazon's Kindle e-books are a low-cost/no-cost way to access books even if you don't have a dedicated Kindle reader? You can read these books on smartphones, desktop computers and any e-device in between. You can even store the books on the Amazon cloud. ~ Diana Schneidman is the author of [*Real Skills, Real Income: A Proven Marketing System to Land Well-Paid Freelance and Consulting Work in 30 Days or Less*](#), available on Amazon

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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: Did you know that you can collect tips, quotes, and resources from [The Frugal Book Promoter](#) by researching hashtag #FrugalBkPromoTips. Or just follow @FrugalBookPromo on Twitter.

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Subscribers who have websites or newsletters of their own may be interested in the free Articles 4 Readers and Writers on my site, http://howtodoitfrugally.com/free_content.htm . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just send me an e-mail at 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).

## Wanna be on Public Radio?

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KPFK (a public radio station in Los Angeles) features special poetry programming called Poetry Café. One of the hosts is poet Lois P. Jones (she is on Facebook). I thought you should know about the program and about Lois so you can query her for a spot when you come to Los Angeles. She takes very good care of her poets including a nice spotlight on a special poetry-focused blog: <http://www.timothy-green.org/blog/carolyn-howard-johnson/> It's an example of what she did for me. You'll find my prize-winning poem "Endangered Species" in that writeup, too!

Poetry Chapbook Contest

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Do you have a chapbook written and about ready to submit? Arcadia magazine offers \$1,000 and twenty-five copies of your chapbook if you win their Irene Ruby Poetry Chapbook contest. There is a \$20 reading fee. <http://www.arcadiamagazine.org/contests.html> Deadline is August 15, 2014.

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

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**Mini Feature**

**So Why Might You Change the Cover on Your Book?**

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To answer the question "Why did the world need a new improved *Wai-nani, A Voice from Old Hawai'i?*" Linda Ballou created this video and it is something she thought fellow writers considering the same move might be interested in. Using a video is a fun way to explain the need for a new cover, and to make changes and additions, while connecting with readers in a personal way.

Here is the link <http://youtu.be/DJfBeW3PKBg>

Here is the embed code in case you want to let fellow writers know about it on your Web site or blog: `<iframe width="420" height="315" src="//www.youtube.com/embed/DJfBeW3PKBg" frameborder="0" allowfullscreen></iframe>`

Because Linda is an adventure travel writer, she is often in remote outposts and not available for Skyping so this video approach seemed a happy answer to the dilemma of how to be in two places at once.

She also filmed short videos that answer the Book Club Questions that appear in the backmatter of *Wai-nani*. They can be found on her YouTube playlist. Be sure to comment and share if you like what you see there. https://www.youtube.com/my_videos?o=U

Linda offers free shipping to those who purchase her books on her Web site, www.LindaBallouAuthor.com

Web site: www.LindaBallouAuthor.com

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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: I am a faithful reader of Joel Stein's humor column in *Time* magazine. He calls it "The Awesome Column." In a recent one on the little tiff publisher Hachette [*his* publisher] is having with Amazon, Stein admits that he still loves Amazon and buys a ton of stuff from them including his groceries. He says, "So I hope Hachette gets what they've asked for [higher retail prices of e-books] and the old system stays in place so books can still cost enough that publishers can continue to pay me advances they'll never get back. Or that Amazon publishes my next book. They can pay me in gift certificates."

PS: Keep scrolling down for a feature on this Hachette/Amazon squabble by Dan Poynter (with Dan's permission, of course).

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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

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Q&A a la Ann Landers

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, go to the publisher of the review. Tell them 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. 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**

**Poynter Suggests Hachette Drama May Convert Writers to Self-Publishing**

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By Dan Poynter

Amazon and Hachette are currently doing battle in establishing a new publishing contract. This is preventing preorders of upcoming titles from being processed and causing hundreds of current books to have five-week delivery dates. Authors rely on digital distribution from Amazon to garner book sales and sometimes their livelihood depends on it.

Self-publishers do not have to normally worry about this sort of drama, whether they are printing physical copies of their books via Createspace or selling their digital book. Will the Hachette and Amazon dispute encourage established authors to self-publish? Here are some articles on the subject:

<http://goodereader.com/blog/e-book-news/will-the-hachette-amazon-battle-encourageauthors-to-self-publish>

http://www.slate.com/articles/technology/technology/2014/05/amazon_hachette_disput_e_how_the_big_five_publishers_could_have_avoided_the.html?utm_source=Publishers+Weekly&utm_campaign=ef20d0631c-UA-15906914-1&utm_medium=email&utm_term=0_0bb2959cbb-ef20d0631c-304583973

See Dan's entire newsletter here: <http://parapub.com/files/newsletter/PP-15%20JUNE%2014.pdf>

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You'll find a myriad of writer helps at 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 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

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Guest Feature

Amazon and Twitter Make It Easier for Your Online Contacts To Buy Your Book

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By Scott Lorenz  
Westwind Communications

A new way to use the power of Amazon and Twitter together was announced recently. It should help authors sell more books. It's called #AmazonCart and it combines the best elements of Twitter with the shopping and buying power of Amazon.

The way it works is that whenever anyone sees a tweet containing a product on Amazon they want to purchase, they simply reply and type the hashtag #AmazonCart and the product is automatically and seamlessly added to their shopping cart on their Amazon account.

Amazon then responds on Twitter and by email with a confirmation message that the item is resting in the shopping cart. In order to use this tool, available only to Twitter users in the U.S. and United Kingdom ("#AmazonBasket" in UK), the user must connect their Twitter account to their Amazon account. I fully expect that #AmazonCart will be readily accepted and used by impulse buyers. The purchase can be made instantly without switching to Amazon, entering a user name and password, searching for the item, and adding to the cart.

Instead of liking the product and thinking about buying when done on Twitter, the potential book buyer simply adds the item to the shopping cart and continues reading and sending tweets. This makes it even easier to buy books and other goods while online and is expressed well by its marketing slogan, "Add it Now. Buy it Later."

Twitter is not getting any revenue for adding this feature but is adding the tool as a forerunner of its expected venture into ecommerce in the near future, but the tool does help keep users on the Twitter site longer if they use it for shopping as well.

#AmazonCart will most likely increase revenue for Amazon. The significance is that authors who already promote on Twitter will now want to make sure to add the Amazon URL to all Tweets. That'll make it much easier to get closer to actual book buyers who see your Tweets and get inspired to buy. It's really at the perfect inflection point of inspiration and decision so start doing it today!

It would be good to experiment now with #AmazonCart to become familiar with it as a sales tool because in the near future Amazon very likely will also reach a deal with Facebook and/or Google Plus. So if you are selling on Amazon now it is a no-brainer that you will benefit from the ease that #AmazonCart offers to impulsive buyers.



It's been said that upwards of 70 percent of items placed in shopping carts on retail sites don't make it to checkout. But it still is important to get your book off the shelf and into the cart by using the Amazon URLs. As they say in hockey, you can score unless you SHOOT!

For anyone who wants to sell content with #AmazonCart, attention must be given to ensure that the product description provides all the information the consumer needs to push the order button. Beyond the sale, this also can result in product reviews or book reviews.

Media Bistro has already tracked the use of #AmazonCart and found that several authors are signing up by including a line in their Twitter content to simply reply and type in the hashtag. Goodreads also has taken note of #AmazonCart and suggests it can be very helpful for self-published authors. "Self-published authors can now use the social media network to sell books directly to their fan base," stresses Michael Kozlowski, editor-in-chief of Good e-Reader. "Often books are for sale via the Kindle Store or physical titles using Amazon Createspace, or even the audiobook edition via Audible. Authors can now tweet product links out to their followers or pay famous people to endorse the link to their book. This is a brand new marketing vertical that all authors should be embracing."

The Bottom Line: #AmazonCart will help authors sell books. Start including your Amazon URL in your tweets. Do it today! Watch this video for more information. [www.Amazon.com/AmazonCart](http://www.Amazon.com/AmazonCart)

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Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that has a special knack for working with authors to help them get all the publicity they deserve and more. Lorenz works with bestselling authors and self-published authors promoting all types of books, whether it's their first book or their 15th book. He's handled publicity for books by CEOs, CIA Officers, Navy SEALs, Homemakers, Fitness Gurus, Doctors, Lawyers and Adventurers. His clients have been featured by Good Morning America, FOX & Friends, CNN, ABC News, New York Times, Nightline, TIME, PBS, LA Times, USA Today, Washington Post, Woman's World, & Howard Stern to name a few. Learn more about Westwind Communications' book marketing approach at <http://www.book-marketing-expert.com> or contact Lorenz at [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com) or by phone at 734-667-2090. Follow Lorenz on Twitter @aBookPublicist



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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.



**Q&A a la Ann Landers**

**What's Up With URLs. . .**



QUESTION:

Hi Carolyn

I am emailing to subscribe to your *SharingwithWriters* newsletter. I have asked my web designer to include the permalink for the review you sent me –the one that points to the review of my new novel *Calm Ground* on your review blog. My web site entry encourages people to visit your blog and comment and mentions you and my review Bob Rich. My website is <http://www.calmground.com>

One thing I am a bit confused about is the permalink to the review uses all lower case yet your website has capitals for NewBookReview I just want to make sure the link is going to work. I will try using some of your other great ideas too.

Cheers

Megan Williams

ANSWER

Megan, you can put caps in the first part of a URL—the part that comes before the slash. But the last part usually has to match whatever you originally used when you typed it in or the letters and/or numerals that were originally assigned to you. I intentionally use caps when I edit shortened URLs from services like bit.ly or budurl.com. And I almost always edit them to convert a string of numerals and letters that make no sense to real words. I prefer real words when it's possible to use them because they are more easily remembered when *you* need to reuse them. They also serve as imprints on the subconscious of your reader and thus increase your branding efforts.

So the permalinks I send you for your posts on The New Book Review don't have caps in the original URL assigned by blogspot.com but they, too, offer a URL editing feature and—if you choose to use it. You could use caps for whatever words you choose. Then copy and paste the URL it gives you.

Of course, the best way to be sure a link is working is to go online and click. I know I should do that more often.

I'll follow up with a subscription for you. Watch for the welcome letter where you'll find other free resources you can use to help with the marketing of your book.

Best,  
Carolyn

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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](#)

**Mindy Phillips Lawrence is taking time off because of illness in her family. I hope to have her column back next issue.**

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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 was the guest of "Talk Radio Advocate" Francine Silverman on June 18. *Fraternizing with Fran: Where interesting people come to chat* (<http://www.blogtalkradio/franalive>) is a half-hour show cohosted by Frank Fiore, host of *The Back Story*, also on BTR. The show debuted in late April, 2014 and thus far they have interviewed authors like the mystery writer who is inspired by his climbs on Mt. Everest and Kilimanjaro that aired June 4.



📖.The next West Coast Writers’ Conference is June 27-28-29th.

<http://www.wcwriters.com/glawc>. I’ll be on a panel on What I Wish a Pro Had Told Me Before I Published at 2:15 on Saturday the 28<sup>th</sup> and moderate a panel at 11:15 on Writers Block called Help My Laptop Has Fallen Over & Can’t Get Up! 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>

**NEW!** 📖 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>.

**NEW!** 📖 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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**Questions that haunt me:** Why is *bra* singular and *panties* plural?  
~Contributed by subscriber JM Sample







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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*

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*

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<http://bit.ly/RetailersTweet>



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

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

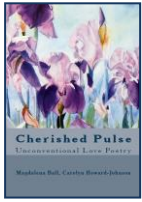
*This Is the Place:* <http://bit.ly/ThisIsthePlace>

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

## **Carolyn's Poetry**



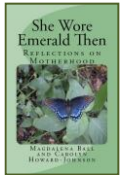
Find Magdalena Ball's and my poetry fanpage at  
<http://facebook.com/CelebrationSeriesPoetryChapbooks>



*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:

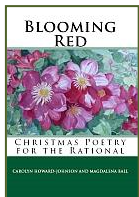
<http://bit.ly/Imagining>



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

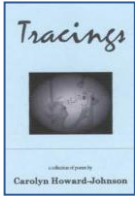


*Sublime Planet,* a full book of poetry celebrating Earth Day. Coauthored with Magdalena Ball.

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>