

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

Find back issues at

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

March 16, 2014

## Sharing with Writers Since 2003

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

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

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

In the spirit of the advice I give in the *Frugal Editor*--to use an extra pair of eyes whenever possible--this newsletter is voluntarily copyedited by Mindy Phillips Lawrence ~ [mplcreative1@aol.com](mailto:mplcreative1@aol.com) ~ [www.mplcreative.com](http://www.mplcreative.com). In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing boobos. We're all human. This newsletter is issued as often as my writing schedule allows. It's usually long, but I promise you it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

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## Contents

### Regular Features

- ~Note from Carolyn
- ~Letters-to-the-Editor
- ~Thank You (where you also find leads and great resources!)
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: [How the Rock Star of Astrophysics Can Help Writers.](#)



might want to visit some of my worldwide shenanigans at [http://howtodoitfrugally.com/travels\\_with\\_carolyn.htm](http://howtodoitfrugally.com/travels_with_carolyn.htm).

I have more travels planned so letters may be sporadic in the next month. That doesn't mean I won't be thinking about you. Wish me luck getting rid of the Writers' Block.

Keep Writing, Promoting, and Editing,  
Carolyn

**PS:** Heads up to all authors and authors-to-be: Join Judith Briles and a lineup of speakers you won't want to miss at the Author U Extravaganza May 1-3 in Denver, CO. Register now! <http://authoru.org/>

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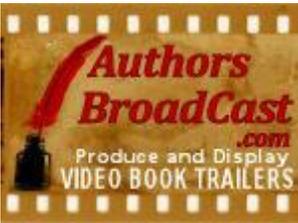
Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* ([www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)) (\$6.95) for someone you love. Try *Imagining the Future: Ruminations on Fathers and Other 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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## Letters to the Editor

**Video Trailer**

Click on the logo below to see an example of Reno Lovison's trailer for my Survive and Thrive Series of books.



[Authors Broadcast](#) for reasonably priced and thoroughly professional video book trailers.

Reno Lovison, the person who produces some of my videos and slide shows is one of the best marketers I know, partially because he has a natural knack and partially because he networks so well. He sent me this letter and I think you can see a couple of essential parts of marketing in it, including

1. doing nice things for other people
2. letting people know what it is you'd like them to do
3. give them tips for utilizing your service or product

You can, of course, follow the links to see how I utilized his offer and get an idea of what he might do for you.

Dear Carolyn:

I was playing around with a new video software when your newsletter came so I made a short video for *Frugal Book Promoter*. Here is the YouTube link:

<http://youtu.be/Bv3rX2MLdRY>

I hope that you might use it on your Home page for about a month then maybe keep it indefinitely on [your Frugal Book Promoter page](#).

Reno Lovison Marketing  
[RenoWeb.net](#) - Web Video Marketing  
[AuthorsBroadCast.com](#) - Video for Authors & Book Lovers  
[BusinessCardtoBusiness.com](#) - Effective Face-to-Face Networking

Our contacts aren't mind readers and we all appreciate tender loving care now and then.

I hope you'll go by YouTube, comment—even leave behind tips from your own video experiences (or lack of them). And, yeah, it's OK to mention the title of your book in the comment—though YouTube won't accept links in their comments.

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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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[Q&A a la Ann Landers](#)

**Why Relying on One Source for Reviews Isn't Such a Great Idea**

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COMMENT ON FORUM

Rather than search out reviewers, I prefer to let my readers who so desire to post a review. It's probably a much slower approach, but it seems the best and most genuine--at least for me and how I prefer my books to get marketed: word-of-mouth. How do you feel about that?

ANSWER:

I like this method, too. Sometimes if people send me an e-mail or tell me they enjoyed my book I'll mention that a review would be greatly appreciated. Having said that, you're missing one of the avenues that gives a book credibility and that is having reviews from professional (and by that I do NOT mean paid-for) reviewers published in respected journals. In fact, if you get one like that, you can use it to promote. Example: My husband's *What Foreigners Need to Know About America From A To Z* gets a tag on his [Web site](#) that says, "As Featured in *Publishers Weekly*." Things like this are especially important for authors who don't have the power of a well-known publisher behind their books. One such online journal that welcomes queries from self-publishers is Jim Cox's (and his daughter Beth's) Midwest Book Review.

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

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## Accessible Contests

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## New Contest for Books with Regional Appeal

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If your book has a regional slant, this may be the contest for you!



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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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**Amazon News:** Amazon has long offered prime membership that covers fast shipping all year long. It will be going up to \$99 a year. Of course I'd like to see it stay the same, but for some authors it's still a bargain. Especially if they provide review copies through Amazon which isn't a bad idea on several counts.

- Using it is faster and easier than shipping books yourself.
- The cost of the membership can be counted as a business expense for your taxes.
- Your purchases help your Amazon book ratings and your Amazon account tracks the names and addresses of those reviewers!
- When your Amazon book ratings stay low (low is good, high means fewer sales), Amazon's algorithms may be affected and you may find your book appearing in more places on their site which means more sales which may mean still more Amazon benefits like being part of their direct e-mail program without paying them for it.

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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](http://www.ifogo.com/buy/order_chj.html) .

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**Tip:** Lorraine Holnback Brodek, author of a humorous book title [\*A Nobody in a Somebody World\*](#), spoke at a recent Book Publicists of Southern California (BPSC) meeting and—in her humorous fashion—gave us three topics that can always be used to be funny. They are: The 405 freeway in Los Angeles, the TSA, and death and dying. Yes, truly. Some of the funniest movies are about death and dying including an old comedy with Chevy Chase—one of my favorites. I admit to making a fool of myself giggling as friends and neighbors ate Mormon funeral potatoes at the get-together after my grandmother's funeral. My uncles and aunts joined me so I suppose they forgave me, too.

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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> .

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## Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is usually no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success."

## Valerie Allen's Success Reminds Us of Amazon Publishing Opportunity...

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My new short story, [Puppy Love](#), is available on Kindle in their single program, a benefit many authors are overlooking. Told with humor, *Puppy Love* spotlights those adult-child-to-parent moments.

The joy and the angst of an adult-to-adult relationship between a mother and daughter evolves with the realization that family issues continue until death do us part.

Valerie Allen  
VAllenWriter@cs.com

## Walter Brasch Pubs Edition #2 of His Fracking Book...

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The 2<sup>nd</sup> Edition of [Fracking Pennsylvania](#) by longtime subscriber to SharingwithWriters and journalism professor Walter Brasch is now available on Amazon. He says, "[I'm] getting ready to start more promo--and, of course, using [your book](#) as my bible."

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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:** Publicity Hound Joan Stewart offered these tips (among others) in her recent Publicity Hound newsletter and gave me permission to let SharingwithWriters subscriber know about them: "If you're an expert, or you're a PR person pitching an expert to appear on one of the early morning shows or newscasts, mention that the guest has no time constraints and can arrive at the studio at 4 a.m. if necessary."

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Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you're going to order a book, just go to any Kindle book page look for the buy options where you can buy the book for your Kindle or send a gift to someone else's Kindle. Just

below that you'll see the link to the a Kindle app--inviting anyone without a Kindle to download the app to any device they have. That app allows ral she offered—one I mention in my [Frugal Book Promoter](#): "If you or the person you're pitching has a huge social media following, mention that during the pitch and explain that you'll blast out tweets, links and other information about the news segment." Subscribe to Joan's letter at <http://publicityhound.com/tips/>

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 books.~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14Ock0W>.



**Tip:** Anyone see the new icon lineup of peeps who put your book on their Amazon wish list? See the lineup [on my Amazon page here](#). Amazon features them very near the top of buy pages! And thanks to readers who have already done this. Aren't you pretty up there! (-:



**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>



### [Opportunities In the News](#)

### **Foreword Announces Relaunch of Indie Review Opps. . .**



*Foreword* magazine announces, the relaunch of [forewordreviews.com](http://forewordreviews.com), featuring a daily stream of reviews and blogs with our special *Foreword* treatment of indie-only publishers. We are pleased to be the Platinum Sponsor of [uPublishU](#) at this year's [BookExpo America](#) in late May, and are also planning to introduce a new name for our [Book of the Year Awards program](#), IndieFab, at the [ALA conference](#) (American Library Association) in June. If you attend either event, reach out by email or phone to schedule a time to meet with one of our team."

Victoria Sutton, publisher, says, "We have always only covered indie presses. The larger houses get so much attention in so much other media, we thought pulling the best from the indies and showcasing them in print and online would be of interest to choosy readers. After 16 years, a theory that appears to have fleshed itself out. Thank you very much for sharing. Our review submission guidelines can be found here (new site in the works).

<https://www.forewordreviews.com/services/book-reviews/foreword-review/>

## **Dream Retreat for Writers and Contest...**

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Oct 20-25, 2014 | Salt Cay, Bahamas

Did you know that William Styron put the finishing touches on *Sophie's Choice* while vacationing on Salt Cay, Bahamas? Or that Anne Morrow Lindbergh worked on *Gift From The Sea* on Salt Cay as well?

Now you too can practice your craft on this beautiful private Bahamian island. While the Salt Cay Writers Retreat curriculum is particularly suited for advanced fiction writers, memoirists, and narrative nonfiction writers, any author who wishes to take their writing to the next level is welcome to join us for a memorable week of writing and instruction October 20-25.

The winner of the Salt Cay Writers Retreat Merit Scholarship Contest will be invited to attend the Salt Cay Writers Retreat with all program and tuition fees covered (travel and retreat hotel accommodations are not included).

Application deadline: April 1, 2014

Winner announced: April 15, 2014

More details at: <http://www.litpark.com/2014/02/12/announcing-the-salt-cay-writers-retreat-merit-scholarship-contest/> <http://www.litpark.com/2014/02/12/announcing-the-salt-cay-writers-retreat-merit-scholarship-contest/>

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Submitted by "Creator" Cauldwell  
CEO, PWRNETWORK LLC

Distinguish Yourself From the Ordinary! (c) 2010-2012 PWRNETWORK LLC.

<https://pwrnetworkllc.org>

BS: 734-827-9406

Cell: 734-972-5945

## **Opportunity to Contribute an Article/Interview to Morgen Bailey's Writers' Blog!**

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Those of you with *The Frugal Book Promoter* on your shelves know that I strongly recommend writing articles (and repurposing/recycling those articles) as a way to expose your book and position yourself as an expert.

Morgen Bailey offers you a way to submit easily online at

<http://morgenbailey.wordpress.com/submission-information/opportunities-on-this-blog/>.

Details on how to make this approach to marketing work for you are in *The Frugal Book Promoter* along with information on how to build a list of bloggers eager to receive your content.

## Tax Writeoff Trip to Oklahoma for a Writers' Conference

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The Oklahoma Writers' Federation, Inc (OWFI) is puts on an annual 2-day conference always featuring best-selling authors, literary agents, editors, and local authors. This year marks OWFI's 46th annual conference will be held May 1-3, 2014 at the Embassy Suites Hotel in Oklahoma City, Oklahoma.

Keynote speaker Eloisa James, a *New York Times* bestselling author, writes historical romances for HarperCollins Publishers. OWFI President Christine Jarmola of Bartlesville said James won the RITA, the highest award given by the Romance Writers of America. She is a distinguished professor and



head of the Creative Writing program at Fordham University in New York City.

More information about the conference schedule and speakers

is available on the OWFI web site at <http://www.owfi.org>, with registration available both online and by mail. Registration is limited to the first 400 to apply to prevent crowding and to allow for one-on-one time with the speakers.

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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:** As I was uploading my newly formatted and expanded second edition of *The Frugal Editor* to Amazon's Kindle converter, I realized the converter does a much better job with a Word file than it did with a .pdf file. For directions (nitty-gritty basics) for formatting your Word book for Kindle, go the Appendices of the new edition of [The Frugal Editor](#) and then follow instructions step-by-step. I find things like this easier if I print out the instructions, but many do everything on their computer screens.

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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!



**Tip:** If you need a review, use the query template/suggestions in [The Frugal Book Promoter](#) and ask Robert Medak at [rockvwriter.com](http://rockvwriter.com). He has a review blog at <http://rjmbookreviews.blogspot.com/> and posts reviews on B&N, Goodreads, and mentions them on social media.

Robert Medak  
Freelance Writer/Blogger/Editor/Reviewer/Marketer  
<http://www.authorsden.com/robertmedak>  
<http://rjmedak.wordpress.com>  
<http://twitter.com/freelancewrtr>  
<http://www.linkedin.com/in/bobmedak>  
<http://xeeme.com/RobertMedak>



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>.



**Tip:**, Richard Carmen, publisher at the Sedona, AZ, Auricle Ink, is quoted in an article by Linda Carlson: "We never depend on such reviewers as *Library Journal* because unless you have a near-blockbuster, the reviews are usually too conservative and lack the positive punch that will sell a book. . ." I find the same thing with the paid-for reviews at Kirkus (and most of the other reviews in it, too). That's why we need to try to get a variety of reviews and scrupulously comb through them to find the gems within them that *do* sell books.



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



## 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).

**Poetry Tip:** Have you thought about running a poetry reading using the chat/group feature on Google +? If you do it with other poets, it would be a great cross-promotional effort, too.

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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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## IN THE NEWS:

This news is important—something that will give indie authors insight in the battles being fought and won and maybe some ammunition to use when approaching an indie bookstore for a signing or other event (preferably something more than just a signing!). Of course, what helps indie authors usually can help traditionally published ones, too!

*Publishers Weekly* made a big deal [in an article](#) where they touted a “win” for independent booksellers who wrangled a concession from the LA Times Festival of Books to include a buy button supporting local sales of books instead of exclusively linking to Amazon. Of course the *LA Times* preferred an Amazon button! They are probably part of Amazon's affiliate program and would reap a small percentage of every book sold that way! (Just as we authors can!). Still the indie stores deserve to be treated well considering their support of book fairs in LA and nationally. I just hope they turn that karma around and treat their indie authors well, too—because most chains (and some indie bookstores) certainly aren't doing that...yet!

Here's the full link to the PW article. Here's a link in case the embedded one above doesn't work for you—this news is *that* important!

[http://www.publishersweekly.com/pw/by-topic/industry-news/trade-shows-events/article/61376-l-a-times-adds-indiebound-buy-button-for-festival-of-books.html?utm\\_source=Publishers+Weekly&utm\\_campaign=c6847f01ca-UA-15906914-1&utm\\_medium=email&utm\\_term=0\\_0bb2959cbb-c6847f01ca-304612053](http://www.publishersweekly.com/pw/by-topic/industry-news/trade-shows-events/article/61376-l-a-times-adds-indiebound-buy-button-for-festival-of-books.html?utm_source=Publishers+Weekly&utm_campaign=c6847f01ca-UA-15906914-1&utm_medium=email&utm_term=0_0bb2959cbb-c6847f01ca-304612053)

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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/>



**Tip:** Do you ask your Web site visitors to sign up for your newsletter? Now, the big questions. Is your signup window “above the fold,” meaning easily visible before the visitor has to scroll down. And do you give them at least one reason why they will benefit from subscribing. And do you have that form on every page of your Web site? Find mine at <http://howtodoitfrugally.com> and any of the dozens of pages within the site including the entire writers’ resources section.

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Are you confused about how to credit facts or quotes when you write articles or nonfiction? Check out my *Frugal, Smart and Tuned-In Editor* blog: <http://thefrugaleditor.blogspot.com/2010/10/q-la-ann-landers-academic-accreditation.html> or the new edition of *The Frugal Book Promoter*, [www.budurl.com/FrugalBkPromo](http://www.budurl.com/FrugalBkPromo)



**Tip:** When approaching high-profile authors for blurbs, you might assure authors you contact that—should he or she decide to give you a blurb—the quote will appear on the cover of your book. If the author is famous enough (and one that readers in your genre know and respect) you could even offer the front cover. Fellow authors (even the well-known ones—maybe *especially* the well-known ones) are aware of the value of that kind of visibility.

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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>.



**How Are Your Subject Lines Doing?**

**Getting Folks to Open Your E-Mail**



About once a week, I get an update from an author with a subject line that says, “Shameless Self-Promotion from Joe Doe” in the subject line. It never varies. This subject line may be the most egregious misuse of subject-line space I’ve come across for these reasons:

- “Shameless self-promotion” implies there is something to be ashamed of and that doesn’t exactly encourage his audience to open it. I doubt even his mother opens it.
- It gives no indication of what the receiver might find within the e-mail, much less how one might benefit from the information therein.
- There is no variety, no reason to be tempted to see what’s happening in that author’s life this week because it looks exactly the same as it did last week—and the week before.
- Though sometimes repetition in marketing is a good thing, this feels just plain lazy.

Recently I came across a subject line that took me only a split second to figure out that I wanted to know more. I’ll mention it here, because it’s an example of a mail that probably got a very high rate of interest and therefore a lot of clicks to open it. It was “Smart Phones and Farting the 1812 Overture.” Now, I know you’ll want to read it, too. Find it on journalist and professor Walter Brasch’s blog at <http://www.walterbrasch.blogspot.com/2014/02/communicating-atomic-fart.html>

That’s not to say we can spend the time to make every one of our subject lines to deserve a five-star rating. We have lots to do. But do think “benefits,” “humor,” and—at least—“variety.”

You can learn a little more about subject lines by reading up on pitches and titles in your copy of [The Frugal Book Promoter](#). Many of the basics apply to all three. Be sure to also look up “e-mail” in the index for more ways to make your e-mail dispatches count.

PS: “New Blog Post” doesn’t cut it either.

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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 you 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 Gilda Evans...

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. . . for letting me tell about Life's Lessons Learned on her GirlTalk blog, <http://www.gildaevans.com/lifes-lessons-learned-by-carolyn-howard-johnson>. It was part of my very casual blog tour for the launch of the e-book version of second edition of [\*The Frugal Editor: Do-it-yourself editing secrets for authors: From your query letter to final manuscript to the marketing of your new bestseller\*](#). The "casual" part is something I'll talk about in a later issue of SharingwithWriters. Sometimes simple and easy does it. It fits with my "just breathe philosophy."

## Thanks to Morgen Bailey and Francine Silverman . . .

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. . . for the shoutout on Morgen's well-traveled blog, <http://wp.me/p18Ztn-8rK>. You may want to add her to your contact list of bloggers who support writers.

## Thanks to Compulsive Reader . . .

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...for the review of the second edition of [\*The Frugal Book Promoter\*](#) for her great [Compulsive Reader](#) review Web site. By the way, if you don't know this site for authentic, honest, unpaid for reviews, you might want to check it out so you can send a query for your own book. <http://www.compulsivereader.com/2014/02/23/a-review-of-the-frugal-book-promoter-by-carolyn-howard-johnson-2/>

## Thanks to Magdalena Ball . . .

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. . . for running an article full of resources for keeping up with rapidly changing grammar rules and style choices on her blog! <http://magdalenaball.blogspot.com.au/2014/02/guest-blog-new-generation-of-writers.html>

## Thanks to Darcia Helle . . .

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...reviewer and author in her own right for the lovely review of *She Wore Emerald Then* in honor of Mother's Day. Find it at [Amazon](#).

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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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**TIP:** Some publishers find a persistent misconception among new authors is that they shouldn't share their manuscript with others before it is published. I've seen it frequently among my students at UCLA. They are so secretive they don't want their instructors or fellow students (who are in a position to both critique and give blurbs and reviews) a peek at their idea. This attitude, of course, severely limits their ability to get reviews, blurbs (endorsements) and forewords. Waiting for proofs of a book or even freshly minted copies of the book eliminates an author's best hope for great support from others.

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Are you an ampersand fan? Chaz DeSimone designs a free series of art prints & posters featuring "the ampersand as fun & fabulous art"—this one for Labor Day. A new edition is released each month. Each is entirely different, creatively & professionally designed, & each is associated with the ampersand & by extension, our love of writing. They come with directions for printing, framing & making this into a freebie that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com> Perfect for 4<sup>th</sup> gifts and decorations! He has three others with patriotic themes.



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**Twitter Tip:** Twitter has a new perk for you. You have probably seen what they call "cards." They are embedded into tweets and they contain links like "View Media." When your reader clicks on them they give him or her more information about Web pages, blog posts, or even images or videos. It does take some time to incorporate the metatags or html they require to work on the sites, blogs, and videos, you want your followers to see, but you can do it. The directions are clear. Find them at <http://dev.twitter.com/docs/cards>. I discuss making Twitter work for authors in *The Frugal Book Promoter*, but for that book, I keep ideas pared to the simplest features—all you really need to make Twitter work for you.

**Tip:** Lance Johnson, playwright, author of *What Foreigners Need To Know About America From A To Z* (<http://amzn.to/ForeignersAmericaUS>) and SharingwithWriters subscriber, suggested this outline he found on a playwright contest page might be helpful for creative writers of many genres especially as a last check before turning writing over for anyone to

see! <http://www.centrestage.org/content/centre-stage-new-play-festival-script-evaluation>

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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](#)

**How the Rock Star of Astrophysics Can Help Writers**

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Recently, the wonderful 13-part series, COSMOS, started on both FOX and the National Geographic network. Narrated by rock star astrophysicist, Neil deGrasse Tyson, it reboots the earlier COSMOS series hosted by Carl Sagan over 30 years ago. When Tyson was a budding young physics scholar, he met Sagan, an internationally known entity. Their meeting has been the glue between the older series and the updated version.

Tyson is an incredible choice for spokesperson. He has a flair that makes you want to watch the series and see what he has to say about the beginning of life and the far away reaches of the universe.

What can writers learn from Tyson? A lot! He makes his speaking engagements interesting and not above the heads of normal people. Tyson uses his sense of humor and his personality to keep his audiences mesmerized. He knows his business. Writers can use these same components when they speak or write pieces to promote their work.

Watch Tyson's series Sunday's at 9pm Eastern/8pm Central and see what I mean. It's a wonderful show.

**LINK**

**COSMOS: A Spacetime Odyssey**

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

**COSMOS: National Geographic**

<http://channel.nationalgeographic.com/channel/cosmos-a-spacetime-odyssey/?sitelink=cosmos&qclid=CJL73pT4IL0CFWXI7AodbDIAYQ>

## Neil deGrasse Tyson

<http://www.haydenplanetarium.org/tyson/>

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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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📖. Teleseminar series for the [Nonfiction Authors Association](http://NonfictionAuthorsAssociation.com) occur twice each month and they are just 30 minutes. All are held at 10am PST / 1pm EST. On May 21 we'll talk about book proposals that sell and some editing tricks that will keep from marking you as an amateur when you make first contact with any gatekeeper. Get more details at <http://nonfictionauthorsassociation.com/teleseminar-with-carolyn-howard-johnson-on-how-to-write-effective-book-proposals/>

Stephanie Chandler is CEO | Author | Speaker at Authority Publishing  
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Join the new Nonfiction Authors Association!  
Get a complimentary profile here: <http://NonfictionAuthorsAssociation.com>,  
[stephanie@authoritypublishing.com](mailto:stephanie@authoritypublishing.com)

📖. This year Jo Lindsell's free Promo Day takes place on Saturday May 31st 2014 at <http://PromoDay.info>. I'll speak on "Never Tick Off an Agent Or How To Write (and Edit) Query Letters that Capture the Right Kind of Attention." Follow Promo Day #PD14 on [Twitter](https://twitter.com) and/or [Facebook](https://facebook.com)

**NEW!** 📖. Rob of Funky Writer fame and I will be doing another of his famous podcasts May 31. We'll be talking about all things books, writing and publishing. Mark the 31st at 4PM Eastern (1pm Pacific) on your calendar. And plan to call in with your questions: **215-383-3840**.  
Listen at: <http://thefunkywriterradioshow.blogspot.com>



**NEW!** 📖 The next West Coast Writers' Conference is June 27-28-29th. <http://www.wcwriters.com/glawc>. I'll be presenting on "Writing and Editing a Killer Query Letter." Get maps and directions to Valley College for this conference at Los Angeles Valley College, 5800 Fulton Ave, Van Nuys CA 91401, (between Burbank and Oxnard Avenues) at <http://www.wcwriters.com/maps/index.html> There is also a link to the a campus map and special hotel information for those coming from out of town. The conference even offers terms to help author more easily better their careers.



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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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.

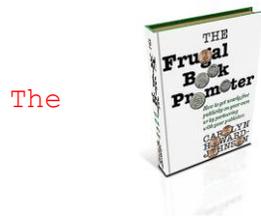
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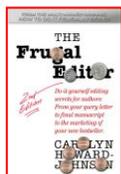
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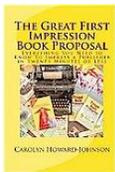
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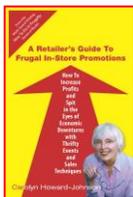
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**Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)**

How

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

## Techniques

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

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

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

Order in paperback direct from Amazon:

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

Order an e-book from the publisher: <http://wwwcreatespace.com/3439623>.

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## Carolyn's Fiction and Creative Nonfiction

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*Harkening: A Collection of Stories Remembered*:

<http://budurl.com/TrueShortStories>

## Carolyn's Poetry

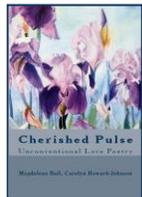


Find Magdalena Ball's and my poetry fanpage at <http://facebook.com/CelebrationSeriesPoetryChapbooks>

For

In

For



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

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

print to be used as a greeting card or booklet:

[www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)

e-books:

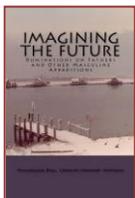
*She Wore Emerald Then: Reflections on Motherhood*, a chapbook of poetry. Coauthored with Magdalena Ball.

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

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

To

To



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

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

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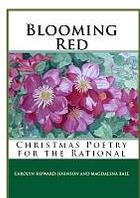


the  
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USA Book News  
Military Writers'  
To order e-book:

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).



*Blooming Red: Christmas Poetry for Rational*

Magdalena Ball. Artwork by Vicki

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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.

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