

"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

March 19, 2015

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 booboos. 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's (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: **Technology and the Book**

~Carolyn's Appearances and Teaching  
~Wordstuff™ Fun with puns, metaphor, and other creative use of words.

## This Issue Only

~Guest Feature: **Linda Ballou Shares How to Combat Internet Nasties**

~Q&A a la Ann Landers: **Using New Words (Or Fancy Ones!)**

~Guest Feature: **Jim Cox Shares How to Entice Reviewers by Sending Pristine Review Copies**

## 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>

To subscribe to SharingwithWriters blog:

<http://SharingwithWriters.blogspot.com>

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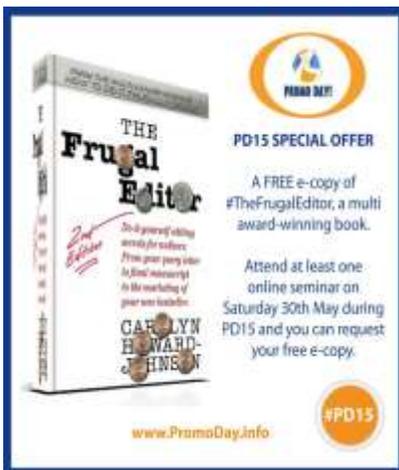
[http://HowToDoItFrugally.com/newsletter\\_&\\_blog.htm](http://HowToDoItFrugally.com/newsletter_&_blog.htm)

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. I try to avoid the fancy (and less frugal) HTML services and am 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 or send me a note and I'll attach a Word copy for you.**

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Note from Carolyn



Dear Subscribers:

I am proud that I can claim to have worked with Jo Linsdell on her very first **free** online PromoDay and have loved working with her one way or another ever since. She was even a presenter at the Roman Writers' Retreat that Eve Caram and I planned a few years ago. In other words, just one share, one contact, has worked itself into a lasting business relationship And a long distance

one at that (Jo lives in Rome). Better than a pen pal, huh?

So this year, in spite of my being tied to my home because of nursing duties, we worked out a way that I could still help her help writers. I not only believe in frugal, I believe in grassroots. The beginning of everything is networking. Those that say the only contacts that count are those where nothing is expected in return are absolutely right. The thing is, it's hard to tease them out, because once goodwill starts, it continues. It's karma at work. So I hope this special offer for 2015 works to introduce you to the benefits of Jo's PromoDay and that if you don't already have my multi award-winning [The Frugal Editor](#), you'll seize on this opportunity to get an e-copy free. If it helps you in even one small way, perhaps you'll pass that forward, too with a review or a recommendation.

Happy writing, marketing, and editingCarolyn

PS: Please feel free to copy and paste the icon Jo made for this promotion into your Web site, your newsletter, your blog or any of your social networks. We'll love you for it and your fellow authors will, too.



PPS: Very, very shortly the second edition of *The Frugal Editor* will be available as a paperback. I just received proof copies! I am so excited to see [Chaz DeSimone's](#) gor-gee-ous cover in person rather than merely as a digital copy. Old-fashioned me!

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* (<http://bit.ly/CherishedPulse>) (\$6.95) for someone you love. Try *Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions* for the men in your life. Sure, they like fusses made over them, too! (<http://bit.ly/Imagining>) (\$6.95). *She Wore Emerald Then* (<http://bit.ly/MothersChapbook>) (\$12.95), for mothers and other women; *Deeper in the Pond*, for the feminists in your life—both men and women (<http://bit.ly/DeeperPond>) (\$6.95); and *Blooming Red* (<http://bit.ly/BloomingRed>), to use as Christmas cards or incidental holiday gifts. Plan next Christmas early. And ask about my special price on chapbook/cards purchased in bulk at HoJoNews@AOL.com. All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me. You also will find an entry intended to please the tree-huggers in your social circle. *Sublime Planet* is at <http://bit.ly/SublimePlanet>.
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TIP: As a writer, do you think only of books and magazine articles when you think about expanding your presence and increasing your audience?

Here is a tip from newsletter reader Nina Cornett, who not only writes books and articles but uses her writing skills in a field you might not have thought of. Nina points out that public television stations are always in a budget crunch, and are always looking for free programs. So if you have a video camera and some editing software, use your writing talent to put together a good script, make a 30-minute documentary, and offer it to your public television station free. If they run it, your talent is exposed to a huge audience. That can be a real boost for your confidence and a helpful sales asset to point to when you approach an agent or a publisher for your book. For an idea of how this might work, and the kind of thing you might produce, check out her "American Chestnut: Appalachian Apocalypse" or "Sugar Cane, Sorghum, and Stir-offs" on Nina's web-site, www.cornettmedia.com.

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If you need a speaker or panelist at your authors group, I'd love to be there. I believe authors are made a little like teachers; we love to share. Learn more about my speaking (and acting) at http://howtodoitfrugally.com/speaking_&_judging1.htm.

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Accessible Contests

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Don't forget to put **North Street Book Prize**, offered by Adam Cohen and Jendi Reiter of [WinningWriters.com](http://WinningWriters.com) on your list of reputable

contests for self-published novels. I'm excited to support it because it includes all the extra benefits of contests that I like best—like critiques. Like being more frugal than many. Like offering something free just for entering—something that will help your writing career move forward. Learn more about it using hashtag #NorthStreetBookPrize.

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I love grammar guru June Casagrande's new book [The best punctuation book, period.](http://bit.ly/PunctuationBook) (<http://bit.ly/PunctuationBook>) because it covers a little about style choices, too. I also like it because it covers some things rarely addressed like slashes and backslashes we're seeing more of these days and single quotation marks (which are often misused). It makes a fine

companion to my [The Frugal Editor](#) that tackles punctuation along with formatting, the editing process, choosing a great editor, and even formatting directions for uploading an e-book to Kindle in the Appendix.



**In the News:** Direct from Amazon’s Kindle Direct Publishing (KDP) program: “. . .Kindle Unlimited has launched on Amazon.com.mx (Mexico) and Amazon.ca (Canada). Kindle Unlimited now has a library of over 750,000 titles worldwide. Any title you have enrolled in KDP Select will be available for Kindle Unlimited customers to read. To learn more about Kindle Unlimited visit: <https://kdp.amazon.com/help?topicId=AA9BSAGNO1YJH>.” By the way, this kind of exposure in other countries is a very good thing—and that includes books written in English. I’ve long waited for easy access for people I meet on cruises. And just think of the huge English-speaking population in Canada who may love your book!



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:** Trusted Resource Jane Friedman talks about the ins and outs of giving books away free. <http://janefriedman.com/2015/01/30/book-giveaways/>

**Tip:** I just got lots of free information and expert advice at the advice of Deb Toor who writes for Writers on the Move blog. Here’s [the address](#) where you can subscribe to the blog. Just fill in the box "Subscribe To" on the sidebar. All of the posts on this blog are targeted to writers. Here is her first column full of tips: <http://www.writersonthemove.com/2015/03/tips-and-tools-to-make-your-writing.html>.



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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**Guest Feature**

**Handling Harsh Words!-Should you Fight Back?**

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By Linda Ballou

When Annie Proulx wrote *The Shipping News*, she was highly criticized by New Foundlanders who felt that because she was a stranger to them she was not qualified to write their story. It is her habit to live in a place a couple of years before beginning to write a story. She is a professional writer trained to make objective observations, to notice telling details. She does extensive research before putting pen to paper. She says that often the people in a given region can't see outside of the emotions attached to their lives. They can't remove themselves from their own snapshot. That is where a writer serves a very real purpose in society.

I knew that when I published *Wai-nani, A Voice from Old Hawai'i* there would be Hawaiians who would not appreciate my artistic rendering of the people of old Hawai'i. *Wai-nani* is based on fabled history and is couched in magical realism and cannot be confused with being a documentary. I much admire the sensual beauty of the Islands expressed in dance, legends, myths, music by the Hawaiian people.

It was hurtful to see harsh, negative responses to my recent book trailer. I asked Carolyn for advice. She offered several alternatives to what is a common dilemma for authors.

- (1) Try to determine just what they don't think is authentic (or whatever they are griping about) to see if there is something you could clarify in a rewrite WITHOUT ignoring your own artistic sensibility. Keep in mind that some controversy can be advantageous. Have sales increased even a little since it started? That's something else to consider.
- (2) Is there any way you can turn this to your advantage? Like write an article on the whole process--maybe even on biases or art vs truth (as Clint Eastwood has been doing with *American Sniper!*)?
- (3) Pull it off YouTube and make another avoiding whatever their gripes are--OR, hitting them head on in the video itself.
- (4) Ignore the comments. You will likely not persuade the critics or achieve agreement. Their minds are made up.
- (5) If it is a comment on Facebook, that can simply be deleted and the sender blocked from making more negative remarks.

I have chosen to share the offending book trailer for *Wai-nani, A Voice from Hawai'i* with a broader audience with a request that you post your

responses. I will let snarling dogs lie on Facebook. I don't think I can win by refuting negative comments. I did receive 900 views of my book trailer, 150 likes on Wai-nani's page, and just a few nasty comments when I posted the trailer on FB. My choice is combat this attack on my work with positive energy and the glowing reviews that I have received on Amazon from Hawaiians, as well as mainland readers.

<http://ow.ly/ILkSR> Trailer-narrated by Christine Padovan

<http://ow.ly/ILkuj> Purchase link on Amazon

Adventure Travel Writer, Linda Ballou, is the author of *Wai-nani, A Voice from Old Hawai'i*, as well as her travel collection *Lost Angel Walkabout*. You will find a host of travel articles on her website www.LindaBallouAuthor.com. She welcomes comments and subscribers on her blog at <http://lindaballoutalkingtoyou.blogspot.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 and tell me what I can do something for you in a Resources for Readers section of my Web site. www.howtodoitfrugally.com.

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Quotation: When I was presenting at the recent Big Story Writers Conference held at Valley College in LA, I attended a panel moderated by Helga Schier, Ph.D: "Less than 10% of all books published [that includes those published by major publishers] sell more than 100 books in the first year and more than 5,000 in a lifetime." Lesson here: Authors and publishers should be careful not to inflate or deflate their sales figures lest they come off looking . . . mmmm, foolish?

PS: I always try to attend at least one other presentation when I'm presenting at a conference. My motto—it's worth the time if I learn just one new thing, get one new resource or meet one new person who likes to cross promote.

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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: It's possible you don't know that *comprised of* is often misused or if you do, why it is misused! I'd explain it to you myself, but if I did, you'd miss June Casagrande's inimitable sense of humor about grammar and editing! Here's the link to her [A Word Please](#) syndicated column in the *Glendale News-Press*. While you're there, leave a comment. She's a former UCLA student of mine and I know she'd love the support!

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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." 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.

Dear Carolyn,

My success isn't a book but I think it counts.

I researched, wrote the script for, and narrated the documentary *Sugar Cane, Sorghum, and Stir-offs*, which has just been picked up by Kentucky Educational Television, our state PBS affiliate, and will begin airing in April 2015.

This success follows by almost exactly four years the documentary *American Chestnut: Appalachian Apocalypse*, also picked up by KET. That one aired several times a month for several years, and I performed the same functions as in *Sugar Cane....*

I'm particularly proud of these two documentaries because my husband and I are a two-person team who do all the work ourselves—no big staff, no big grants, no expensive equipment and software. It's gratifying to know that a two-person operation like ours is producing a product competitive enough to be picked up by a state PBS channel and be aired to hundreds of thousands (maybe millions) of people.

I am about to start searching for an agent and a publisher for my manuscript, *Faultlines and Fractures*, and I hope to have similar success there. Keep your fingers crossed for me. By the way, if anyone would like to learn more about us and what we do, our website is www.cornettmedia.com.

And finally, I love your newsletter. It's one of the best I've come across. Every month I run upon multiple keepable ideas. I was gratified to see, by the way, that I subscribe to all but one of the newsletters on your list of best newsletters, and I plan to check out the one I hadn't run across. So thanks for that tip as well.

Best wishes,
Nina Cornett
Phone and Fax: 606-633-9546
Web-sites: www.cornettmedia.com
www.ecooutpost.org
www.timbertheft.org

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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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Writing Tip from The Recent Big Story Conference:

"To write true crime that has real meaning for the readers, deconstruct the character's motivations for performing senseless acts. That entails examining the characters' relationships." ~ Michael Fleeman, author of eleven true crime books for St. Martin's Press and former staff writer for *People Magazine*.

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Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If you need an e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. [You may find a widget there offering a free app to make your download

easier.] 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>.



Q&A a la Ann Landers

Using New Words (Or Fancy Ones!)



QUESTION:

Carolyn,
As you know, I am writing a book to use as a credibility booster and educational tool for my patients. I have a question and thought I'd run it by you. I looked up definitions of the words *ad hoc* and *venality* I found in [this article](#) and tried to use them myself. I put them together and thought I knew what it meant in a phrase, but I guess I'm still confused. What does it mean when it is written as *no ad hoc venality*? I don't know why I am so confused with this, and just have a strong urge to know. Thanks and talk soon!

In peace,

Pei Vuong, D.C.
3868 W. Carson St. Ste 330
Torrance, Ca 90503
626-425-8548
www.DrPei.com

Pei, I could put on my teaching hat and applaud you for enlarging your vocabulary, but I'm putting on my editor's hat instead. Big new words

(Latin ones even!) are great. They increase our understanding when we read and thus our understanding of the world. But when we're writing clarity should always take precedence.

By the way, this is a common problem among Chinese and Korean students I tutor. They want to do the best they can, even to appear smart (maybe brilliant). It's better to just be clear. If you are confused, you can imagine how confused others would be to read *no ad hoc venality* even in context. Use a thesaurus online or in your library at home to find synonyms for these words.

Hope that helps. What do you think the percentage of American population knows the word *venality*? I'd say maybe 20%. And if those, how many do you think sense the religious overtones of the word? I'd say maybe 2%. There are probably 50 words that mean *venality* or close to it—and will easily be understood by most of your readers. Choose the one closest to what you are trying to say.

As for *ad hoc*, it's Latin and often used by lawyers. You know how people hate legal tracts! Here's what dictionary.com (my favorite for easy explanations) says:

1. adverb

for the special purpose or end presently under consideration:
a committee formed ad hoc to deal with the issue.

2. adjective

concerned or dealing with a specific subject, purpose, or end:
The ad hoc committee disbanded after making its final report.

So why not just deal specifically with *venality* (or whatever word you choose in its stead) and, if you need something in place of *ad hoc*, go for a plain, old Germanic word—the language English is derived from--or at least a commonly understood one like *temporary*.

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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://bit.ly/BookProposals>

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Opportunities

Dana Lynn Smith Offers Help to Authors

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The first six episodes of **Savvy Book Marketing Podcast** are now available at [TheSavvyBookMarketingPodcast.com](http://TheSavvyBookMarketingPodcast.com) and on [iTunes](https://itunes.apple.com). The most recent episode discusses the awesome power of relationship marketing including a terrific interview with publicity expert Sandra Beckwith on how to use press releases to sell more books.

The new 4th edition of **The Savvy Book Marketer's Guide to Selling Your Book to Libraries** is now available at [SellingToLibraries.com](http://SellingToLibraries.com). You know what I always say! Reading one book on the marketing of books is never enough!

Dana also offers other how-tos to writers free: Her newsletter at <http://bit.ly/1yx1jnO>

"Authors, learn how to profit from Amazon's KDP Select program"  
<http://bit.ly/1yx1jnO>

"How authors can benefit from Amazon's KDP Select program"  
<http://bit.ly/1yx1jnO>

"Ebook authors - learn how Amazon's KDP Select program can help you sell more books" <http://bit.ly/1yx1jnO>

## If You've Been Waiting:

**Get a FREE E-Copy of *The Frugal Book Promoter* . . .**

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. . . now's the time to get a special e-book edition and do your writing career lots of good at the same time. You get it free when you enter WinningWriters.com #NorthStreetBookPrize along with free how-to e-books from BookBaby.com. It's for self-published novelists only. Here's a link to my [sponsor page](https://winningwriters.com/meta-nav/our-sponsors/the-frugal-book-promoter):
<https://winningwriters.com/meta-nav/our-sponsors/the-frugal-book-promoter> and you can watch my tweets for all this contest's benefits including generous prize awards at #TheFrugalBookPromoter or @FrugalBookPromo.



Win \$1,500 AND publicity for your self-published book! [Learn More](#)
Sponsored by Winning Writers with BookBaby and Carolyn Howard-Johnson

The Frugal Way to Promote at Book Fairs

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Don't do all the book fair booth work yourself. Join groups that do it for you like Greater Los Angeles Writers Society or Brevard Florida's Cocoa Beach book fair. Here's an example of how you can be part of the LA Times Book Festival at University of Southern California, one of the biggest:

<http://www.glaws.org/latfob/cfa.html> There's info on how you can get your book displayed in Cocoa Beach in this blog post and a list of ideas for ways to sell books: <http://sharingwithwriters.blogspot.com/2015/02/so-how-do-you-get-people-to-buy-and.html> Valerie Allen runs at least a couple fairs a year. Get to know her.

## The Frugal Way To Learn More About Book Promotion

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How About a Siminar (Yes, That's Right!) a Siminar. .

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Chiomi Nani says, "I'm so excited--three days ago, I launched a writing course on Siminars. (Yeah, Siminars; not Seminars).

It is the "Fearless Storyteller Course" and can be accessed at smnr.me/nkg4hn Early previews (before the course was launched) were incredible. Someone (a previewer) actually said that if they could go on CNN to talk about it, they would!

I put the course together, because I kept getting messages from people, asking me to teach them how to write (from Facebook posts, to blog posts, to stories). Therefore, this course teaches students how to create believable characters, work out the elements of a story, and weave those elements so that your story remains unforgettable. It also treats British English vs American English (this is something that many writers, including myself, have had to deal with), as well as making it work for you! There are also creative tips on how to break certain grammatical rules, without getting penalized ... and much more!

The "Fearless Storyteller Course" is aimed at writers, bloggers and students (college and university), including aspiring ones. In terms of format, it

contains audio lectures and exercises. The exercises are practical homework, so that you know how you're really getting on. When you click on the link--smnr.me/nkq4hn--you'll see how the different topics have been laid out. A fantastic thing about this course is lifetime access: you pay for it once and can go through the course, as many times as you like/need to.

I look forward to hearing how people get on with the "Fearless Storyteller Course"!

Kind regards,

Chioma Nnani

Award-winning Author of [FOREVER THERE FOR YOU](#)

BEFFTA-nominated Writer. Producer. Presenter.

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Email: chioma.nnani@gmail.com

Twitter: @ChiomaNnani

LinkedIn: Chioma Nnani

Google+: <https://google.com/+ChiomaNnani>

Skype: chi-chi.n

Facebook: <https://facebook.com/ForeverThereForYou>

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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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Frugal Editor Quotation: "Authors want to make the titles of their books stand head and shoulders above the copy in any given piece by using all-caps. One can hardly blame them but using italics is more dignified and preferred." More editing tidbits in the multi award-winning [The Frugal Editor](#), second edition.

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Frugal. Free is always frugal. It's my Resources for Writers pages at <http://bit.ly/CarolynsResources4Writers>. Browse for tips on every page, read how-to articles, and get lists and other resources you really cannot do without!

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SWW Shared Tip: If you have a website, please make it clear what will happen when someone clicks on a link. I hate clicking on a web link, and clicking on a web link, and clicking again -- just to find that I've downloaded five files in my attempt to reach another page. Similarly, if you have a live e-mail link, don't have it open Internet Explorer, which is never my browser of choice ~ Galloping Words, poetry chapbook by Meredith Karen Laskow
http://www.artfire.com/ext/shop/product_view/meredithbead/905564/galloping_words_poetry

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You'll love the information on blogging for authors that Phyllis Zimble Miller and I wrote with fiction writers in mind--see <http://www.fictionmarketing.com/bloggng-chapter-excerpt/>. Phyllis is also the author of the e-book TOP TIPS FOR HOW TO PUBLISH AND MARKET YOUR BOOK IN THE AGE OF AMAZON at <http://www.amazon.com/Tips-Publish-Market-Your-Amazon-ebook/dp/B009RBJW3E>

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Tip: Gene Cartwright is now eliminating clicks for people interested in iFogo (now called AmazonList) for easier marketing of members' books. Click on a cover and they're taken straight to Amazon. The description has been focused to highlight the author's intent and the link takes visitors to the author's Amazon catalog and/or Web site. Here are the URLs and is still a part of Gene's free service sector. The URL is still <http://amazonlist.net> . The networking side (blogs, etc) still works with <http://ifogovillage.ning.com> .

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I believe in learning from successful authors via newsletters and online streaming. Morgan St. James is launching a Blog Talk Radio show, *Writers' Tricks of the Trade*, with co-host Dennis N. Griffin. It broadcasts on the 2nd and 4th Wednesday of each month. My time with Morgan and Dennis is archived at <http://bitly.com/WTTjan14show>.

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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).

## Very Brief Ode to Philip Levine:

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It is rare that a poet can trace her poetry path to some specific poet, but I can. My path—a near-journalistic style of poetry—traces through my mentor Suzanne Lummis directly to the Fresno (Calif.) school of poetry more easily identified as the Philip Levine school of poetry (though he taught at ivy league schools including Columbia, Princeton, and Vassar). Once he said that his Fresno students were the best he ever taught. Many define his Fresno school as poetry with grittiness, poetry written so each thought is complete; that is, when read, any given line can be followed easily as a sentence of prose if the reader doesn't pause at the line breaks.

Even an excerpt like this that doesn't include the full thought can be easily understood:

. . . *to baptize ourselves in the brine*
. . . *of car parts, dead fish, stolen bicycles*
melted snow . . .

I prefer to qualify that definition as being poetry of *personal* truthfulness no matter how painful or unattractive that truth may be.

Philip was 87 and according to the Associated Press died of pancreatic cancer.

Poetry Tip: Poets will want to read this article that warns poets away from topics that may be . . . mmmm. . . humiliating.

<http://sharingwithwriters.blogspot.com/2015/03/so-what-is-not-funny-about-humor-poetry.html>

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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 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.

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Tech Tip: I think probably everyone needs this little refresher course from Karen Cioffi-Ventrice on protecting yourself from phishing, hackers, and other unseemly types. <http://www.writersonthemove.com/2015/03/10-must-know-security-tips-to-protect.html?showComment=1425239050705#c6494307792056170999> BTW, this blog is a good one for you to subscribe to.



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Feature

How To Entice Reviewers by Sending Pristine Review Copies



By Jim Cox of [Midwest Book Review](#)

Dear Publisher Folk, Friends & Family:

The sale of review copies by reviewers and book review publications is always a point of controversy and misunderstanding -- especially on the part of self-published authors and small press publishers who are new to the publishing industry. On this particular subject, I speak from some 39 years of professional experience as a book reviewer, as the editor of other book reviewers, and as a publisher of nine monthly book review publications:

If you are a small press, and especially if you are a self-published author, you are already working under a tremendous handicap with respect to getting reviewed.

If the reviewer is competent, if the review publication is legitimate, they will be chronically inundated with far more books submitted for review than they have the time or resources to handle.

If you deface your review copy submission in any way, even if it's just stamping it "Review Copy" or (even worse), "Review Copy -- Do Not Sell", it will almost always be passed over in favor of a pristine review copy from some other author and/or publisher.

Reviewers sell their review copies in order to supplement their income from whatever their day job might happen to be. It's their self-appointed

compensation for their time, expertise, and efforts the creating a review entail from them.

The thing that authors and small press publishers working on very limited financial budgets for marketing and publicity must do in order to insure the "biggest bang for their review copy buck" is to check out the reviewer and/or review publication that has requested a review copy.

One simple way to do this is to examine their web site and see the kind and quality of the reviews they do.

Another is to ask for references from other authors or publishers that reviewer has worked with in the past.

Still another is to go online to one of the author/publisher discussion groups like Publish-L, PubForum, and SPAN and ask for other folk's opinions or experiences with a particular book reviewer or book review publication.

And one final piece of advice, especially for those new to the publishing industry and how it works. Go to:

<http://www.midwestbookreview.com/bookbiz/advice/advice.htm>

Then read the half dozen or so articles I've written on book reviewing, the book review process, how to spot a phony book reviewer so that you don't get ripped off by scam artists, what to do with a review when you get one, etc.

Jim Cox
Midwest Book Review
278 Orchard Drive, Oregon, WI, 53575
<http://www.midwestbookreview.com>

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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.bit.ly/FrugalBookPromo. Most new writers under the impression that that they always have to get permission to print a quote. This makes writing an article needlessly onerous. See guidelines in *The Frugal Book Promoter*, too.

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Tip: Poets and fiction writers will want to access this [list for contests](#) with a theme. It's from Melinda Brasher on Writers on the Move blog: <http://www.writersonthemove.com/2015/03/submitting-to-fiction->

magazines-with.html?showComment=1425411244349#c8500946169314480285

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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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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 Gene Cartwright and Jane Dickey . . .

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. . .of iFogo (AKA AmazonList.net) for using me as an example for their new promotions. Here's what they say:

"Promote! Promote!

It's all About Strategy and Execution.

Beginning immediately, look for tweets and retweets highlighting and raising recognition for our front page AmazonList.net Gateway Authors, and our @AmazonList followers.

Today is the BEGINNING but not the END! This will go on, and on, and on.

If you're not an @AmazonList Twitter follower, FOLLOW US, and we will follow you; tweet about you, and retweet you.

We not only use the @ but the hashtag. Here's an example:

[@FrugalBookPromo](http://@FrugalBookPromo) [#CarolynHowardJohnson](http://#CarolynHowardJohnson): a gifted author who uses <http://Amazonlist.net> to take readers/buyers directly to her Amazon books.

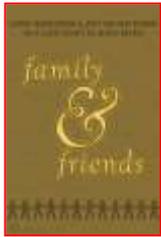
Help us help you, now!"

## Thanks to Beth Barany

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. . . for including my article on how important it is for authors to know tons

about [book covers](#) to better plan their overall writing career. Find it at <http://authorentrepreneurship.com/2015/03/11/book-covers-for-book-series-demand-extra-loving-care-by-carolyn-howard-johnson/#comment-26682>



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 <http://www.amazon.com/advantage> 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> Chaz’s posters are perfect for gifts and decorations! By now he has covered so many themes, one is sure to be perfect for you or a friend.

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

Technology and the Book

By Mindy Phillips Lawrence

The e-book has changed the way publishing companies and writers look at the book. Technology has exploded, giving authors and publishers new ways to read, publish and market what we read. It has also become a dividing force. E-book or print? Which one is best?

- **Electronic vs Print**

E-books have made it easy to carry several books (actual libraries) on trips and appointments by just taking a plastic box with a screen around that is often smaller than a printed version of one book. The convenience seems to be an incredible plus for readers. However, a printed book does not lose power or need plugging in. And, do you need to take an entire library with you when you go somewhere? Maybe. Maybe not.

- **Readability**

Most e-books have a light that in most cases adjusts to different brightness levels. For some people this is a huge plus. For others it is a headache—a real one. E-readers also allow print to be adjusted in size, another plus for those who can’t read small print yet want to get their

reading fix in. At the same time, there are large print options available for many print titles.

- **Longevity**

Regular books have been around since before Gutenberg in some form or fashion. E-books have been available on a small scale since the 1940s. They only became popular with a set format in the 1990s. Regular books are printed and have a basic format that has continued for centuries. E-books are still in the middle of changes and will continue to change as long as technology upgrades and develops. Will the book you are reading on your Kindle or Nook still be accessible ten years from now? Who knows.

- **A Perspective on Technology**

If you listen to techies like Google Vice-President Vint Cerf, you get a different way of thinking about electronic books. He strongly suggests that ANTHING we have stored in any computer system also be saved in hard copies. He warns of a new "Digital Dark Ages" that he fears will come when technology changes so much that we can no longer access what we have saved. If nothing else, Cerf makes you think differently about the "New Thing" and how long it will stay "new."

Here are a few sites to ponder. They offer different thoughts about the e-book/print divide. Read them. Come up with some thoughts of your own and send them to us. We'd love to know what you think.

LINKS

The Case for Books

<http://www.permanencematters.com/the-case-for-books/>

The Great E-Books vs Print Debate

<http://www.buzzfeed.com/isaacfitzgerald/books-battle-royale#.xdDGWqnd>

The Advantages of Ebooks Versus Traditional Books

<http://online-bookstores-review.toptenreviews.com/the-advantages-of-ebooks-versus-traditional-books.html>

E-Books vs. Print: What Parents Need to Know

<http://www.scholastic.com/parents/resources/article/developing-reading-skills/e-books-vs-print-what-parents-need-to-know>

Authors Weigh In on Print Versus E-Books

http://www.huffingtonpost.com/2014/08/22/print-ebooks-interviews_n_5696229.html

Internet Pioneer Warns our Era Could Become the “Digital Dark Ages”

<http://www.npr.org/blogs/thetwo-way/2015/02/13/386000092/internet-pioneer-warns-our-era-could-become-the-digital-dark-ages>

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 columns originally published in Carolyn Howard-Johnson's SharingwithWriters newsletter. Find her at www.mplcreative.com Subscribe to the newsletter and get a free e-book on wordtrippers at <http://howtodoitfrugally.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.bit.ly/RetailersGuide or more about the whole series at www.howtodoitfrugally.com/retailers_books.htm

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Recommended Reading: I found a new book I can’t wait to read. Hammacher and Schlemmer call it “the history of English idiosyncrasies.” <http://bit.ly/AggravationEnglish>. It should make a great gift for writerly types.

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To submit information articles, tips or other information, e-mail Carolyn at HoJoNews@AOL.com Please put "Submission: Sharing with Writers" in the subject line.

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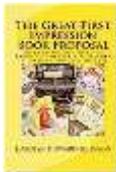
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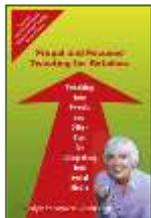


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Carolyn's Poetry



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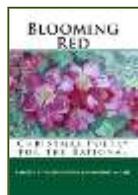
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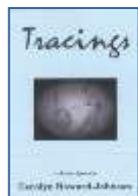


Blooming Red: Christmas Poetry for the Rational Coauthored with Magdalena Ball. Artwork by Vicki Thomas
USA Book News finalist, Silver Award from Military Writers' Society of America
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Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena 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.



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

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<http://www.fictionmarketing.com>

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<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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