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http://www.AuthorsDen.com/adstorage/1713/SharingwithWriters_Mar15_2013.pdf

March 15, 2013

Sharing with Writers

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

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 \(AT\) aol \(dot\) com](mailto:mplcreative1(AT)aol(dot)com) ~ <http://mplcreative.webs.com> also tell writers to be patient with other writers when they make editing booboos. We're all human. This letter comes out weekly (except when I'm traveling or on deadline) and it's long!
This newsletter is powered by AuthorsDen.com.

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- ~Tips and News Galore! (They're scattered, you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For special help for fiction writers:

<http://fictionmarketing.com>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

For a fun way to get our cover images on Pinterest, you pin one of my book cover images and I'll pin yours:

<http://Pinterest.com/chowardjohnson>

**Note: You may have better luck with the URLs in this newsletter if you copy and paste them into your browser window. I leave the links long rather than use hyperlinks because your SharingwithWriters is available in plain text in your e-mail window as well as in a .pdf format.**

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Note from Carolyn

Dear Subscribers:

Surprises are nice!

MastersinEnglish.org wrote to tell me that my The New Book

Review was selected for inclusion on their list of 100

Essential Sites for Voracious Readers. Find it at

<http://mastersinenglish.org/voracious-readers/#revs>



They even singled out a review of a reference for emigrants and international students they thought especially good for their audience: The review, by Donna McDine, can be found here:

<http://thenewbookreview.blogspot.com/2013/02/donna-m-mcdine-reviews-new-helpful-book.html>

They say, "MastersinEnglish caters to English majors, or those who are considering taking their education in English literature and composition a step further, and we're putting this list together as a resource for them to find great reading material in addition to

learning more about literature in general." Elizabeth Kelly says, "We're still looking for more sites to consider for inclusion, so if you know of a site you'd like to nominate, please email me at Elizabeth@mastersinenglish.org

So there you are! Do you have a site or a blog that would fit with their mission?

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

Carolyn

PS: Please **nominate** *SharingwithWriters* blog (<http://sharingwithwriters.blogspot.com>) or my Web site for its Writers' Resources section (http://howtodoitfrugally.com/write_better.htm) for Writer's Digest 101 Best Websites award if you find either valuable. They are now accepting nominations for next year's list. To nominate either for 2013, please send your nomination to: writersdig@fwpubs.com with "101 Websites" as the subject line. Thanks so much!

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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) (\$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) (\$6.95). *She Wore Emerald Then* (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) (\$6.95) and *Blooming Red* (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. All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me.

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Quote: In an article for Time magazine, Sheryl Sandburg says "Done is better than perfect." I thought this particularly pertinent for those who suffer from writer's block.

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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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In the News: *Publishers Weekly* reports that B&N will "shrink" their dedication to Nook. And there is more. There is a rumored offer to take over B&N's bricks and mortar stores that doesn't include Nook or, presumably, their online business. Watch your city's newspaper for more on this.

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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 f r ~ ~. Submission guidelines are in the left column at www.TheNewBookReview.blogspot.com.

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Tip: Did you know that you can offer to "sign" your Kindle book using Authorgraph.com and that you can make that offer right on your Amazon buy page? Tell your readers about Authorgraph directly on the Amazon detail pages of your books under the "Description" segment? Simply add your Authorgraph widget code directly into your book's description. You can see an example of this in action on the [detail page for "Fury"](#) by Michelle Pace and Tammy Coons. (You'll need to click on "See More" to get the best view of how they've made it work for them.) You can find more information about Authorgraph widgets including instructions for placement on your website in [Author Tools](#).

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

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Quote: "It's more than just the product—it's the way the brand relates to the consumer." ~ Lynn Rosen. Think of this quote when you think about branding your book and your writing career.

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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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A Grammar Lesson and Joke: A little story about the folly of saying "never" or "always" when teaching grammar. I suppose the lesson also applies to teaching the craft of writing.

Language Lesson

A linguistics professor was lecturing to his class one day.

"In English," he said, "a double negative forms a positive. In some languages though, such as Russian, a double negative is still a negative.

"However," he pointed out, "there is no language wherein a double positive can form a negative."

A voice from the back of the room piped up, "Yeah. Right." ~ Anonymous

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

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

Chris Myers Places New Book in Mature YA Genre

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Chris Myers' first book *Date with the Dead*, a teen paranormal mystery, was represented by a top agent. Chris says, "She did an awesome job that resulted in piquing the interest of two senior editors from the big six during the first round of submissions, and an Amazon editor contacted me directly. My agent talked me out of Amazon, and when the first editor didn't respond after re-submitting line edits to the original draft, I asked about the other editor. That was no longer an option. After waiting several more months, I canceled my contract with the agent and decided to try self-publishing.

The good and the bad of self-publishing is you don't have someone steering you in the right direction for marketing your book, so sales have been slow, though the blog tour resulted in several outstanding reviews. The good part is you have full control of your book and get a better percentage of the sale than traditional publishing.

My next book *Lennon's Jinx*, a new adult romance, offers more emotional depth and is recommended for more mature audiences. Check them out at the following: *Lennon's Jinx* was just released. Read the first few chapters free at <http://www.amazon.com/Lennons-Jinx-Girls-Trilogy-ebook/dp/B00AVMTMYC>."

### **Lance Johnson, Sylvia McClain Are LinkedIn Winners**

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LinkedIn has begun notifying its network when they have done something extraordinary. Of course this is very smart marketing for them but more than that, when authors get notified of one of these coups, it could contribute to their smart-marketing campaign, too! Here is the congratulatory note they just sent Lance Johnson, author of *What Foreigners Need To Know About America From A To Z* (amzn.to/ForeignersAmericaUS):

"Lance, congratulations! You have one of the top 10% most viewed LinkedIn profiles for 2012." Then they go on to explain that this is the top 10 of 200 million members. Now if that isn't bragging rights, I don't know what is! Just an aside, he didn't even have a profile until about October of 2012 when his book was released.

Sylvia was notified that she has the top endorsement for her newsletter! If that doesn't convince people to check out her letter and subscribe at <http://motonwriters.wordpress.com/2012/10/15/motown-writers-network-platinum-sponsor-sylvia-mcclain/>, I don't know what is.



Madisen Harper New Book Could Be Life-Changing

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If you want to live above life's flatline and access your infinite potential, Madisen Harper's new book takes you on an incredible journey of self-discovery to awaken your true potential. *.LimitLESS: 10 Energy Excelearators to Access Your Infinite Potential* uses Madisen's ten energy *Excelearators* you to create a solid foundation to launch your successful self, to harness the power of the Universe's energy, and to discover your magnificent Inner Guru. The limitLESS framework has guided over 20,000 people to triumph in areas where they previously failed. This book is available from just \$9.99 and if you visit [Madisen's site](http://madisenharper.com) and enter your receipt details, you'll receive over \$400 in downloadable personal development gifts. For information, visit - <http://madisenharper.com/shop/>.

## **Book on Navy Seal Training Released at Audible**

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There is no process more grueling, intense, and transformative than the training of a U.S. Navy SEAL. Today, active Navy SEAL and star of "Act of Valor" Rorke Denver brings that experience to visceral life in the in Audible audiobook of his critically acclaimed *Damn Few: Making the Modern SEAL Warrior*.

Publishers Weekly called the book an "awe-inspiring sketch of soldierly excellence" and now Denver masterfully narrates his trials and successes, culminating in membership in the most elite group of warriors in the world.

For more information please see:

http://www.audible.com/pd/ref=sr_1_1?asin=B00BHI5OGO&qid=1361290367&sr=1-1

Charity Benefits from Writers Conference...

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Book 'Em North Carolina Writers Conference and Book Fair is already half full with authors wanting to showcase their work and participate in panel discussions in 2014. So why are authors so interested? The event provides a great deal of networking opportunities, which often leads to publishing contracts, agent interest, and assistance in various aspects of an author's career. It also provides months of exposure and publicity; all featured participants are listed on the website at [www.bookemnc.org](http://www.bookemnc.org) with their bios and links to their own websites. In addition, the organizers work on newspaper, magazine, radio and television coverage that span multiple states. But there's more. The conference's mission is to highlight the connection between high illiteracy rates and high crime rates and to raise money through the sale of books for literacy campaigns. In the past two years, the conference has raised nearly \$20,000 for literacy campaigns and they hope to raise much more in future years.

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Here's a baker's 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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### **Accessible Contests for You to Build Your Platform**

## **Lynn Goodwin-Brown Offers Flash Prose Contest...**

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WriterAdvice Managing Editor and Author Lynn Goodwin-Brown seeks flash fiction, memoir, and creative nonfiction running 750 words or less for her 8th Writer Advice Flash Prose Contest. Finalists receive responses from all judges. Submit your work by April 18, 2013. Complete details and Submittable.com link at www.writeradvice.com.

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Book Proposal Help: *The Great First Impression Book Proposal: Everything You Need To Know To Sell Your Book in 30 Minutes or Less* is now an e-booklet (\$2.99) or paperback booklet (only \$6.95). The perfect giftlet for nonfiction and even some fiction writers. Find it at <http://budurl.com/BookProposals>

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Shared Tip: Subscriber Art Hoyle says, "Carolyn, I just came across this book review blog at *The New Yorker*. Do you know it? <http://www.newyorker.com/online/blogs/books/>." It looks as if they have a stable of selected contributors for it. It would be a coup to get one of them to review your book and post it.

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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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Feature

Your Online Presence and Discoverability

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J.S. McDougall suggests that most authors should boost their visibility and branding with "discoverability."

He also laments that most use "findability" instead. That's what people find when authors and publishers do a good job of putting all a book's metadata—the specifics about your book—on the Web and on specific sites so readers and others can locate exactly what they're looking for... ."

"Discoverability" is the kind of access a book has when your "book appears in front of [someone] not looking for that specific title but looking for something similar." Things like categories, keywords, great pitches and loglines, benefits, etc. would fall into this kind of exposure.

Chances are your title isn't as well known as you'd like, so you're after "discoverability."

I'm thinking most authors would get more out of the concept if we call it "serendipity." In other words, we have to work everything we can on the Web so that even those who aren't looking for us (McDougall calls that "active discovery") will find us and that our "brand" (the *Frugal Book Promoter* is full of information on great branding for books!) will be clear to him or her immediately. That includes learning to play to the search engines using the dreaded "keyword concept" in all of our content.

Of course, some use Search Engine Optimization experts to do this for them. But I think you probably know more about what your book (and your career) is about than many SEO guys or gals. And there is plenty you can do to be discovered serendipitously that doesn't fit into the job description of SEO professionals. In this article, we'll concentrate on serendipity at online bookstores, but you can generally apply these ideas to your Web site, your social network profiles, and anything else you do online.

1. Get your book categorized in three different categories on Amazon and other online bookstores that offer this categorization feature to organize books. The online bookstore's search engine is a little like the library's catalog—only faster. You want to be associated with genres and categories that people search for. But you want each category to be refined down to the category with the least competition in it—as long as it applies to your book. This is what my categories for *The Frugal Book Promoter* look like on Amazon. I'm not too happy with the last one, but I really, really needed a subset with fewer books in it than I could get with the obvious:

### **Look for Similar Items by Category**

- [Books](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Advertising](#)
- [Books](#) > [Education & Reference](#) > [Writing, Research & Publishing Guides](#) > [Publishing & Books](#) > [Authorship](#)
- [Books](#) > [Professional & Technical](#) > [Accounting & Finance](#) > [Accounting](#)

Keep in mind that the people who might be looking for your book (or not know they are looking for your book) may very well not use the same jargon you use. Example: For my book they may think of the word "advertising" before they think of the word "publicity" or even "promotion."

2. When possible use keywords in your title, in your subtitle, on the back of your cover and in your book description. And, yes, in the endorsements and blurbs you use.
3. Use as many of the little benefits that online bookstores offer as you can. There is a lot of Amazon-specific information on doing this in *The Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>) like reader reviews, Listmanias, the add-an-image function, and the fast-disappearing like button. Even a few "Add to Wish List" entries can help the algorithms on Amazon.
4. Participate in Amazon comments when it is pertinent, but not in a negative way. Add helpful information and compliments to related books when you can. One place you'll find them easily is after each review. They link back to your Amazon profile page.
5. And, about that profile page! Check it every so often to see if it needs updating. And be sure to feed your blog to it! That keeps it active.
6. A rarely used function on each Amazon buypage is the "Start a discussion" section. Try to get someone to start one. Warn them that one must scroll down to find it.
7. Vote on reviews that you like and get others to do so. This could push that review (along with all of its keywords) to the top of the review offerings.

Now that you know what to do with Amazon, apply your new skills to other things you are doing on the Web. And here's another little tip directly from *The Frugal Book Promoter*. You don't have to be actively engaged in a social network to have a very nice profile with lots of links back to your other networks, your Website, your blogs. Make it your business to add a profile to a new online entity every so often.

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

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**Quote:** The more you the author know about marketing, publishing, and online stuff, the better off your book will be. That's why this quote is so perfect: "Just because a book is good doesn't mean it will ever be found." ~ That McIlroy, electronic publishing analyst.

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Here is the link for the page on my Web Site that lists some of my favorite accessible contests, an article on using contests, and more.

<http://howtodoitfrugally.com/contests.htm>.

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**In the News:** The *New York Times Digest* I read when I travel with Holland America reports that the famous artist Ed Ruscha has a series of paintings of books. They say there are "canvases that mimicked old tomes he found in flea markets...renderings of open books more than 10 feet long with blank sheets of paper ravaged with wormholes and water stains." Ruscha says his paintings are "a bit ominous" because so many believe in the inevitability of the demise of the printed word. Ruscha also has produced "scores of [real] books, mostly about everyday sights like swimming pools, parking lots, and palm trees." It is obvious Ruscha doesn't really believe in the demise of books.

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Subscribers who have websites or newsletters of their own may be interested in the Free Articles 4 Readers and Writers on my site,

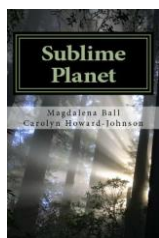
[http://howtodoitfrugally.com/free\\_content.htm](http://howtodoitfrugally.com/free_content.htm) . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just ask.

[HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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**On Poetry**

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

Poetry Promotion...



At a recent BPSC (Book Publicists of Southern California), Dan Poynter spoke. When he was asked how far in advance people should pre-promote their books he said, "About 28 seconds!" He is right. Promotion works best when one has a link one can use

to check it out and order the book! With that in mind, Magdalena Ball just released a new book for our Celebration Series of poetry. *Sublime Planet*. It celebrates Earth Day. The cover (gorgeous, isn't it!) is from photographer Ann Howley.

Possible Poetry Scam...

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I received an e-mail from poetry.com offering me a pin (I assume a little pin a la the collectibles from Olympics and other events). This one would be for "Best poetry of 2012." It immediately put me on the alert. 1. I hadn't applied or submitted for an award. 2. They're charging their winners for a pin that can be made in china for pennies. 3. My retailing background allows me to know these pins may cost anywhere from 2 cents to 15 cents each and they're charging \$39.95. 4. When I checked the unsubscribe button, I got the message that I had opted in. I don't think so! Now, I'm not saying this site is one that has no value. I am saying be on the alert for those who might prey on authors eager to succeed. And I know that there are lots of unscrupulous poetry sites out there.

### **Credible Poetry Awards...**

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California's Claremont University awards the Kingsley Tufts Poetry Award of \$100,000.00 to mid-career poets. This year it went to Marianne Boruch for her *The Book of Hours* (Copper Canyon Press), a creative writing teacher at Purdue University. The university also announced its 10,000.00 Kate Tufts Discovery Award for a first poetry book to Heidi Steidlmayer for *Fowling Piece*, published by TriQuarterly. Subscribers to this newsletter who are poets may want to research these prizes to see if they qualify for the 2013 awards.

<http://www.cgu.edu/pages/4546.asp?item=7035>

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Endorsement: "I started on FRUGAL and I went, 'Whoa....damn good book!' It is so PROFESSIONAL!" ~ Dorothy Thompson, editor of The Writers Life

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Guest Feature

How To Help Other Authors and Network in the Process

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By Bette A. Stevens

Readers and writers are very busy people, but they love to help promote their favorite authors and their books. *Ever try to LIKE one of your favorite author's books on Amazon and find that the LIKE button has disappeared from the book's page?* Feel like you've wasted your time? Don't fret. Don't get discouraged. There's still plenty you can do while you're on your author's book page. Here's a short list:

- Read the reviews and YES the ones that are helpful.
- Go to the Authors Page (link at top of book page).
- "Like" the author's page and check it out. There may be other books you'll be able to like and other reviews to vote as helpful.
- On the author's page, you might just find some great information and want to find out more. I've found authors that I've interviewed on my blog <http://4writersandreaders.com>. That's another great way to help promote your author and their book.
- If you've already read your author's book, you can leave a review on the book's page.

Authors helping authors. Don't get discouraged, there are plenty of ways to share the love...of our fellow authors and their books!

~ Bette A. Stevens, author of *Amazing Matilda: A Monarch's Tale* <http://amzn.to/UTJGMn>. Find Stevens's latest book at <http://amzn.to/Xf97aU> (kindle edition). The author will be offering a f r ~ ~ promotion March 24-25. Her book is also available in paperback. *Amazing Matilda* is a children's picture book whose plot inspires kids meet challenges with patience and persistence. When you stop by for a visit, be sure to check out the great reviews! Plus, there's an awesome video trailer debut for *Matilda* on Stevens' author page.



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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**For Shakespeare Buffs:** The remains of King Richard III have been found by archeologists in the UK and confirm some of his physical attributes characterized by Shakespeare.

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Ta Da! E-books are great tools for promotion  
<http://www.bookbuzzr.com/blog/book-marketing/ta-da-e-books-are-great-tools-for-promotion/>  
The Anatomy of a Free (Read that Promotional!) E-Book  
<http://www.bookbuzzr.com/blog/book-marketing/the-anatomy-of-a-free-read-that-promotional-e-book/>

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**Tip:** "The days of link-building, keyword stuffing, cloaking and other attempts at search engine manipulation are over. Dead. In the ground." ~ Andrew Brennenman, founder of Finitiv. So what instead? Content. Credibility. Quality. Brand building. Stuff *The Frugal Book Promoter* has been talking about (but in practical terms) since 2007.

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

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**Amazon News:** Amazon has rolled out a new feature so you can see how the book you format yourself for Kindle will look. It means that you can learn to do the formatting yourself with a trial and error method. That is, "try." Then check the view of what you posted. Then try again. I might add that formatting for Kindle is much, much easier than formatting a paper book. Here is what the Kindle newsletter had to say:

## KDP Unveils New Previewer

KDP is excited to bring you a new and improved Previewer. Without downloading anything, you can now preview your book on Kindle, Kindle Fire, Kindle for iPad, or Kindle for iPhone. You can even test out your linking table of contents on Fire, iPhone or iPad, view your work in landscape, and proof any [KF8](#) features, including fixed layout books.

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Yes, I do consult. I tailor my fees to your needs—everything from coaching to full edits (sorry no partial edits) to hourly consultations to help you with your marketing campaign or your path to publishing. <http://budurl.com/carolynsconsulting>

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**Scam Alert:** There is a spate of comments on blogs these days that come from anonymous sources that are designed to send your readers to anything from p ~ r n sites to search engine optimization sales pages. They may be convincing or not. I'd love to know of a great way to stop them, but for now the only thing I know how to do is to turn on the filter that allows you to accept or reject comments and vet each one. They can truly become a nuisance with blogs getting 50 a day to sort through.

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I need editing questions and tips for my The Frugal, Smart, and Tuned-In Editor blog, [www.thefrugaleditor.blogspot.com](http://www.thefrugaleditor.blogspot.com). Articles, too! You ask and I'll provide ample credits and links to whatever site you choose. [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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**Shared Tip:** It's no longer a matter of whether you can publish a book; it's whether someone can find it. Make sure your book is out there, and I mean really out there. You may hate it that Amazon takes 55% of your book sales but would you rather have 45% of a sale or nothing at all?

Don't have an e-book yet to help more people find your book? Why not? It's easier than ever to have your book converted to an e-book. You might not be in stores nationwide, but if you can be on online e-tailers that's a big and helpful start.



Tip from Patrika Vaughn, your authors advocate:  
[www.acappela.com](http://www.acappela.com))

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You'll find a myriad of writer helps at  
[http://www.howtodoitfrugally.com/links\\_for\\_writers.htm](http://www.howtodoitfrugally.com/links_for_writers.htm). It includes a list of small presses of various kinds that I am familiar with.

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## Thank You

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

## Thanks to Karen Cioffi...

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...for the pre-publish review of Magdalena Ball's and my Earth Day celebration book of poetry on her blog. Here's the URL:
<http://www.karencioffiwritingandmarketing.com/2013/02/sublime-planet-review.html>. It's a good idea to go by, leave a comment and make friends with Karen for future networking.

Thanks to Masters In English...

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...for including my New Book Review blog  
(<http://thenewbookreview.blogspot.com> ) in their list of 100 Essential Sites for Voracious Readers:  
<http://mastersinenglish.org/voracious-readers/> right along with the New York Times Books and American Book Review. (-:

## Thanks to L. Diane Wolf and Linda Morelli...

~~~~~



...for finding me and working as partners with me at the recent Book 'Em Writers Conference and Book Fair in Lumberton North Carolina (<http://bookemnc.net>) . Oh, and, of course, for running information on it on their Web

sites, blogs, etc. Diane's is at
<http://circleoffriendsbooks.blogspot.com/2013/03/book-festivals-and-meeting-author.html/>

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Fun and Fr ~ ~: If you purchased the *Frugal Book Promoter* or the *Frugal Editor*, I'd love you to review it on Amazon or BN.com. Make it simple; just tell what part of it you found most valuable. If you do, send me the review link (URL) and I will send you a 35-page handout from one of my UCLA marketing classes. As a thank you, of course. HoJoNews@aol.com

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Opportunities

Fr ~ ~ Opportunity from Library Association

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[Maryland Library Association Conference](#) offers an Association Book Exhibit where your book can be represented for fr ~ ~. Deadline for Listing is April 22 and Books are due by April 29.

Contact them for the required form:

Marjorie Gallahan. [Association BookExhibit](#)  
9423 Old Mt. Vernon Road  
Alexandria, VA 22309  
703-619-5030 phone  
703-619-5035 fax  
[info@bookexhibit.com](mailto:info@bookexhibit.com)

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**Book Cover Tip:** "...aspiring e-authors and publishers [should have] a good cover illustration [and avoid], "typing fonts" on an e-book's cover. Instead of "boring" fonts commonly used for text such as

Courier, Arial, Times New Roman, etc., one should choose an eye-catching cover font designed expressly to attract attention." ~ From Beth Cox's new Beth Cox Report, the new newsletter coming from Midwest Reviews (<http://midwestbookreview.com>). She and her staff also suggest this Web site to find creative (and inexpensive fonts) is <http://dafont.com>

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Aggie Villaneuva is a resource you need to know. So, go to my article on how to format your book for Kindle in just a few easy steps and while you're there, poke around for Aggie's assortment of marketing aids including her app service.  
<http://www.promotionalacarteblog.com/2012/02/kindle-formatting-made-easy-by-carolyn-howard-johnson/>

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**Guest Feature**

**Joan Stewart Warns Against Alphabet Soup Bios**

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Joan Stewart's newsletter is always full of good stuff, but more than that, it's an example of doing what she preaches. That "Alphabet Soup" title catches one's eye, for sure! Here's a little piece from her Publicity Hound newsletter along with a link for you to access her podcast with Nancy Juetten that will give you ideas for lots of ways around using tons of academic initials:

**Alphabet Soup Bios**

From Joan Stewart's Publicity Hound newsletter

My friends in the National Speakers Association will beat me with their microphones when they read this.

Remove the "alphabet soup" from the professional bio at your website.

It isn't unusual to see something like this on a speaker's bio:

Jane Smith, CSP, CPAE, CMC, MSW

Or this, on the bio of a builder:

Stanley Jones, GMB, CGP, MIRM, CMP

Makes my eyes glaze over!

Nancy Juetten's too. She's "The Bio Doc," and during Thursday's free webinar on how to rewrite your boring bio, Nancy mentioned "alphabet soup" as one of the most frequent bio mistakes. Other boo-boos are failing to identify your target audience, no call to action, and not differentiating yourself from your competitors.

You can mention professional designations elsewhere on your website, on your speaker one-sheets or in your marketing materials. But they clutter up a professional bio and confuse many people outside your industry.

Alphabet soup also makes it more difficult for journalists to quickly cut and paste a few paragraphs from your bio into stories they're writing about you--which is why Nancy's advice also applies to press releases.

Listeners were in awe as they heard Nancy rewrite the bios of three volunteers on the call. You will be too when you [access the free replay](#) and the slides. Find out where you can get 10 templates that will instantly transform your bio into a client magnet--and all you have to do is fill in the blanks. ~ Joan Stewart is known as the guru of marketing and marketing is marketing. Subscribe at <http://www.publicityhound.com/> and receive by email the handy cheat sheet "89 Reasons to Send a Press Release."

That initial crap goes for editing, too. Lots of people call them acronyms, but that's not really what they are. It's initialism and all three iterations—acronyms, initialism, and soup!—make *everyone's* eyes glaze over! (-: Learn more about the first two in *Great Little Last-Minute Edits* (<http://budurl.com/wordtrippersPB>).

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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](#)

## **An Itty Bitty Error Looms Large--Or "Shirt" Without an "R"**

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Mindy Phillips Lawrence

Take the "L" out of public. I dare ya. Then write a notice for the newspaper saying that there will be a "PUBLIC INTEREST" meeting

at the local courthouse. Make sure it gets published that way. I actually found this error in a local newspaper years ago and laughed my head off. THIS is why you always edit and proof your work.

Editors are your friends, sometimes your saviors. When your writing goes awry, editors are just the ones who can keep you from embarrassment. If you don't have someone else handy, try either reading your work from the bottom to the top or letting it marinate for an hour or two and come back to it with fresh eyes. Either way will most likely prevent the "Ls" of the world from escaping when you need them. Incidentally, Microsoft Word would NOT catch this error since the accidental word used is a real word.

Another word that is dangerous is the work "shirt" Without the "R", it's totally different. So if you say "get your shirt on" without the "R", you are going to raise some eyebrows.

Recently there was a headline circling the Internet that said, "Republicans Turned Off by Size of Obama's Package." Obviously this was about legislation but it didn't quite read that way. It made me wonder how the Republicans knew this information about our President. It would be embarrassing on either side of the aisle.

I have a dare for you. Cruise through your local newspapers (or the big guys) and see what jewels of mis-communication you can find. Then send them to me at mplcreative AT yahoo.com. I'll sort through them and publish them here. Give me the quote and where it came from. They don't have to be naughty but, if they are, it's even more fun.

Oh, here's a headline from the Detroit Free Press. "We may never no why he attacked."

Kinks (I mean Links!)

Funny Print Mistakes

<http://listsalad.com/offbeat/5-funniest-print-mistakes/>

Write To Done: Editing

<http://writetodone.com/2012/02/09/eight-simple-tips-for-editing-your-own-work/>

Copyblogger: Edit Your Writing

<http://www.copyblogger.com/edit-your-writing-2/>

Grammarly

http://www.grammarly.com/?q=proofreading&gclid=CLyB_Iag-LUCFchaMgodg3QANA

How to Edit Your Own Writing

<http://lifehacker.com/5968996/how-to-edit-your-own-writing>

Nathan Bradford (I don't know that I agree with everything he says)

<http://blog.nathanbransford.com/2009/10/should-you-pay-someone-to-edit-your.html>

~Mindy Phillips Lawrence is a writer, editor and artist based in Springfield, Missouri. She is working on the Kindle edition of *An Itty Bitty Book on Writing* taking the best posts from her column since 2008. Reach her at [mpcreative1 \(AT\) aol \(dot\) com](mailto:mpcreative1(AT)aol(dot)com) or see her Website at www.mplcreative.webs.com.

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I believe in social networks. Big and small. Sometimes the smaller ones are easier to make lasting and more productive contacts on. I recommend iFOGO

(http://www.ifogo.com/buy/order_chj.html) which is small in part because there is a small membership fee. And, of course, my usual. No membership is good unless it's an active membership.

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Tip: Are you doing a live book launch or salon type reading like the one I suggest in *The Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>)? If so you might find some fun book launch ideas on my Pinterest Bulletin board dedicated to that subject: <http://pinterest.com/chowardjohnson/frugal-book-launch-ideas/> PS: While you're there, please post one of my book images and I'll post one of yours! (-:

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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 or more about the whole series at www.howtodoitfrugally.com/retailers_books.htm

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Tip: Download a podcast of a teleconference I did with Linda Joy Myers for the National Association of Memoir Writers (<http://namw.org>) to learn more about writing from experience but also about marketing hard-to-market genres.
http://lindajoy.audioacrobat.com/download/carolyn_howard-johnson.mp3

Carolyn's Appearances and Teaching



📖 Carve out time for a panel on great book marketing on Sunday, June 23, from 3:30 to 4:45 at the Pasadena Hilton Hotel in Pasadena, CA. I'll speak on "Savvy Marketing for Fiction Writers: It's Never Too Late—Or Too Early—to Promote Your Book" and I'll also sign books. Of course the entire conference will be a winner for writers, too. They have some great keynote speakers! Hosts are CCWC members Patty Smiley and Dianne Emley. Learn more about the organization and the conference at <http://www.ccwconference.org/>
Here's a link to the schedule.

<http://www.ccwconference.org/ccwcschedule.html>



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. Sign up in the left-hand column. Find related resources by scrolling to the bottom of the blog.



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

VEGETARIAN: Old Indian word for bad hunter.



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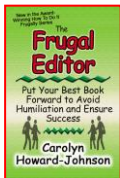
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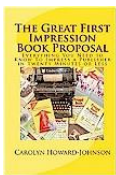
The HowToDoItFrugally Series for Writers



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



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Paperback: <http://budurl.com/BookProposals>
E-book: <http://budurl.com/bookproposalskindle>

Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy

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

E-book: <http://budurl.com/WordtrippersKindle>



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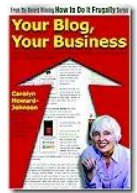
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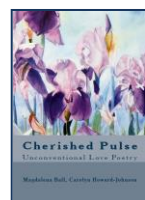
Harkening: A Collection of Stories Remembered:

<http://budurl.com/TrueShortStories>

Carolyn's Poetry



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

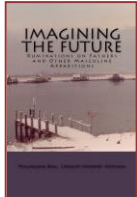


Cherished Pulse: Unconventional Love Poetry.
Coauthored with Magdalena Ball

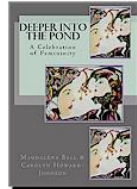
For Kindle: <http://www.amazon.com/dp/B004GXB4AW>

In print to be used as a greeting card or booklet:
www.budurl.com/CherishedPulse
For e-books:

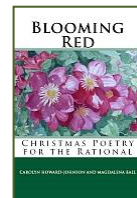
She Wore Emerald Then: Reflections on Motherhood, a chapbook of poetry. Coauthored with Magdalena Ball.
Paperback and Kindle: <http://budurl.com/MotherChapbook>
For e-books:
For Kindle: <http://www.amazon.com/dp/B004GXB4AW>



Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions. Coauthored with Magdalena Ball
To order as an e-book: <https://createspace.com/3419505>
To order as a paperback or for Kindle:
<http://budurl.com/Imagining>



Deeper into the Pond: A Celebration of Femininity, Co-Authored with Magdalena Ball. Artwork by Jacquie Schmall
To order as an e-book:
<https://createspace.com/3608866>
To order as a paperback: <http://budurl.com/DeeperPond>



Blooming Red: Christmas Poetry for the Rational Coauthored with Magdalena Ball. Artwork by Vicki Thomas
USA Book News finalist, Silver Award from Military Writers' Society of America
To order e-book: <https://createspace.com/dr16064>
To order paperback: <http://budurl.com/BloomingRed>
Part of the Celebration Series by Carolyn Howard-Johnson, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in quantity discounts to use as a holiday greeting by contacting the authors at HoJoNews@aol.com.



Coming soon! *Sublime Planet*, a full book of poetry celebrating Earth Day. Coauthors with Magdalena Ball, Photography by Ann Howley.

Tracings, a chapbook of poetry (Finishing Line Press)

<http://budurl.com/CarolynsTracings>

Contact Information

Websites

<http://HowToDoItFrugally.com>

For special help for fiction writers

<http://www.fictionmarketing.com>

Blogs:

<http://SharingwithWriters.blogspot.com>, a blog on all things publishing

<http://TheFrugalEditor.blogspot.com>, all things grammatical and ungrammatical. On editing, formatting, and craft.

<http://TheNewBookReview.blogspot.com>, a blog focused on YOUR reviews

<http://WarPeaceTolerance.blogspot.com> War. Peace. Tolerance. And Our Soldiers.

<http://sizzlingbookfairbooths.blogspot.com>, a blog where you can learn to get some mojo behind your own booth by learning from the successes and mistakes of others. It is no longer active but there are lots of ideas you can use here, just the same.

Pinterest: Repin one of my book covers, I'll pin yours to one of my boards. <http://pinterest.com/chowardjohnson>

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