

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

Find back issues at [http://HowToDoItFrugally.com/newsletter\\_copies.htm](http://HowToDoItFrugally.com/newsletter_copies.htm)

May 30, 2013

## Sharing with Writers Since 2003

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

[www.howtodoitfrugally.com](http://www.howtodoitfrugally.com)

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

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> In the spirit  
of writers everywhere, I also tell writers to be patient with other writers when they  
make editing booboos. We're all human.

This newsletter is issued every other week  
(except when I'm traveling or on deadline).

It's long, but I promise you it's full of resources you can use.

This newsletter is powered by AuthorsDen.com.

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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

Get your cover images on Pinterest; you pin one of my book cover images and I'll pin yours: <http://Pinterest.com/chowardjohnson>

**Note: "Expensive" and "rule-laden" aren't necessarily the most effective or useful way to distribute a newsletter. Though I try to avoid the fancy (and less frugal) HTML services, the technical aspect of sending out a newsletter has been giving me fits. I'm finally glad to be offering this letter on my own Indie terms. You can now download the current and recent back issues on my Web site at [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm)**

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

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## Note from Carolyn

Dear Subscribers:

"Getting published is good for business."

Some of the subscribers to this newsletter are soul writers, meaning they would be different people if they didn't write.

Others of you are professionals who know the truth of the first line in this note. You publish to showcase your expertise in your chosen career.

For some of you, the line between the two is not clearly defined. You may be both kinds of writer at once, even within one book.

Some writers may use one kind of writing to financially support the other. I'm definitely a bit of both.

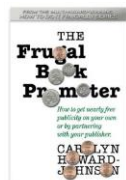
If literary authors, poets and other soul writers want to build writing careers, they need to think of their writing as credibility boosters more often. More business people should think in those terms, too.

If you aren't convinced, e-mail me at HoJoNews (at) AOL (dot) for a free copy of the little four-page flier I give away when I speak to business groups. It's called

### **Seven (or More\*) Reasons Why You Should Share Your Expertise by Publishing a Book**

And here are the first three of those reasons to get you started.

1. A book of your own gives you credibility. Even Star Speaker Pam Kelly, a top coach and one of the master UCLA instructors I took classes from in order to get a special instructor's certificate, has found that a book ([http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=0979100100&ref=tf\\_til&fc1=00000&IS2=1&t1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=0979100100&ref=tf_til&fc1=00000&IS2=1&t1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr)) makes her a standout among other experts.



2. Having a published book can be an excellent negotiating tool. Imagine! A top investment firm is taking applications for a keynote speaker before a room of 500 and you're the only applicant who can offer a package of keynote skills plus a book (perhaps packaged in a signature tote!) to this prospective client!
3. Having a published book for sale at the back of the hall where you are speaking or in your store or business office will add to your profitability.

**\*Great Marketing Rule: Try to give people more than they paid for, more than they expect.**

I know you'll want to see all seven reasons. You may even want to use the flier as a handout to use yourself. You may adapt it to your own needs, but do credit it to me with a link to my site or a pitch for this newsletter!

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

Carolyn

**PS:** Get your free Father's Day e-book to give as an e-greeting card at <http://bit.ly/FathersDayKind> until June 29. Your click will also help poetry looks better on the ratings at Kindle. (-:

**PPS:** Don't forget to get your e-book *Free Templates to Help You Succeed* from Mridu Khullar Relph. I love the idea of learning from winners. Scroll down. The link is under "Opportunities."

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* ([www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)) (\$6.95) for someone you love. Try *Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions* for the men in your life. Sure, they like fusses made over them, too! ([www.budurl.com/Imagining](http://www.budurl.com/Imagining)) (\$6.95). *She Wore Emerald Then* ([www.budurl.com/MotherChapbook](http://www.budurl.com/MotherChapbook)) (\$12.95), for mothers and other women, *Deeper in the Pond*, for the feminists in your life—both men and women ([www.budurl.com/DeeperPond](http://www.budurl.com/DeeperPond)) (\$6.95) and *Blooming Red* ([www.budurl.com/BloomingRed](http://www.budurl.com/BloomingRed)), to use as Christmas cards or incidental holiday gifts. Plan next Christmas early. And ask about my special price on chapbook/cards purchased in bulk at [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com). All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me.  
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**Tip:** As most of you know, there is a section in *The Frugal Book Promoter* (<http://budurl.com/FruglBkPromo>) that helps you make the most of the benefits Amazon offers authors. In the spirit of my theory that no author should read only one book on marketing for authors, I'm suggesting Penny C. Sansevieri's little e-booklet *Selling A Truckload of Books on Amazon* because it focuses specifically on the buy page for your book. It covers the subject in detail that isn't possible for a book that covers book marketing in general. As an example, my book talks about Listmanias; Penny's doesn't. But she has information on how to select the best categories for your book. You won't want to miss it! Here is the URL for my review: [http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=B00CJ0USL0&ref=tf\\_til&fc1=000000&I\\_S2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=B00CJ0USL0&ref=tf_til&fc1=000000&I_S2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFF&f=ifr)

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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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**Tip:** Joy Butler has been a big help to my husband in tracking down people who have pirated [his book](#). She is an attorney and author of *Guide Through the Legal Jungle* publications. Order her book at [http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=0967294029&ref=tf\\_til&fc1=000000&I S2=1&lt1= blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FF FFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=0967294029&ref=tf_til&fc1=000000&I S2=1&lt1= blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FF FFFF&f=ifr) Visit her website at [GuideThroughtheLegalJungle.com](http://GuideThroughtheLegalJungle.com) and the blog at [GuideThroughtheLegalJungleBlog.com](http://GuideThroughtheLegalJungleBlog.com). Follow her on Twitter @LegalJungle

**Tip:** This is a list at Yahoo groups that post books for review: <http://groups.yahoo.com/group/ReviewersChoice/>

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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](http://www.TheNewBookReview.blogspot.com).

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**Tip:** Beware of clicking any "free"/illegal offer that doesn't come from a source that you know. You can get a very nasty malware surprise. ~ Thanks to MRB, member of the POD-publish Yahoogroup.

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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](mailto:HoJoNews@aol.com) or go to [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com) for an auto subscribe box. Let me know you did it so I can do something similar for you on my Resources for Readers page at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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**Tip:** Darcia Heller runs a lovely blog called *A Word Please* at <http://quietfurybooks.com/blog> You might query her for a review or interview. I love what she did for Magdalena Ball's and my Father's Day chapbook *Imagining the Future*: <http://quietfurybooks.com/blog/2013/05/imagining-the-future>

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

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**Media Release Tip:** Too many don't understand that news releases (media releases) are not really meant to be reprinted exactly as they are received. Media releases are intended to pique the interest of a feature or business editor, producer, or others in the media. Then those media people can proceed to use them as they see fit. If they use a direct quote they attribute it, of course, but they may just choose to use the release as an idea for a story, and mention the person who issued the release. There is tons more information on releases--right down to templates and step-by-step instructions on how to write a release—in *The Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>). Having said that, there is really no one right way to write a release as long as it maintains a professional format and gives the media what they need.

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

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## Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is usually no way for me to know those releases come from

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

## Novel by Psychic is Indie Award Finalist

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*Kaylee's Ghost* ([www.amazon.com/dp/14810333263](http://www.amazon.com/dp/14810333263)) by Rochelle Jewel Shapiro is a finalist in the 2013 Indie Awards. Like Miriam Kaminsky, a character in *Kaylee's Ghost*, the author is a phone psychic who lives in Great Neck, N.Y. with her pharmacist husband. Articles have been written about her psychic gift in such places as *Redbook*; *The Jerusalem Post*; the Dutch Magazine *TV GID*; and the *Long Island* section of the *New York Times*. She's chronicled her own psychic experiences in *Newsweek (My Turn)* and *The New York Times (Lives)* which can be read on her Web site at <http://rochellejewelshapiro.com>.

Shapiro's other book, *Miriam the Medium*, was published in Belgium, Holland, and the U.K., was nominated for the Harold U. Ribelow Award, and appeared on the summer reading list of *The Hartford Courant*. Her poetry has appeared in such publications as the *Iowa Review*, *Moment*, *Harpur Palate*, *Inkwell Magazine*, and the *Los Angeles Review*. Besides her psychic practice, Shapiro teaches writing at UCLA Extension.

## Aaron Shepherd Offers Help Formatting Pictures for Kindle

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Almost everything you've read about formatting pictures for Kindle is wrong. The advice offered by Kindle experts and even Amazon itself can give images that are tiny, blocky, noisy, or wildly inconsistent on different Kindles.

**Now acknowledged Amazon expert Aaron Shepherd to the rescue for only 99 cents at**  
[http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=B00CYPKEN2&ref=tf\\_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=B00CYPKEN2&ref=tf_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr)

Aaron, author of acclaimed books on Kindle and POD publishing, brings his years of experience in book design, webmastering, and photography to bear on a single question: How do you make pictures look great on the Kindle? He answers that question, while providing beginners a basic course in picture editing. Along the way, he discusses how to keep



Microsoft Word from sneakily degrading your pictures; how to adjust HTML code to show images at their best; how to make part of a picture transparent for Night and Sepia modes; how to boost the power of your cover image as a marketing tool; and how to create anything from children's books to photography books to poetry books within minutes with the Kindle Comic Creator.

Best of all, you don't have to take his word for any of it. The proof is right in the book, with samples of many kinds of pictures you might use--photos, paintings, drawings, diagrams, tables, screenshots, cover images, and more.

Nowhere else will you find such in-depth info on working with Kindle graphics. Whatever you use to create Kindle books (Word, InDesign, a dedicated e-book app, or straight HTML) you'll find *Pictures on Kindle* a perfect companion to other formatting guides.

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Here's a bakers' dozen of ideas to make BEA (Book Expo America) and other book shows easier and more productive: <http://sharingwithwriters.blogspot.com/2007/03/bakers-dozen-work-bea-frugal-way.html>. Please leave comments with ideas of your own--and links to your book's sales page.

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**Tip:** I recently peeked in at Joan Stewart's blog when she mentioned a "difference" between "media release," "press release," and "news release." I talk a lot about media releases in *The Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>) and it worries me a bit that so many people are using these terms incorrectly. And, lo! Joan and I pretty much agree. At the root of them, these terms are meant about the same thing. Still, I consider it sort of my business to lead people (especially authors and retailers) in the right direction in terms of marketing, so I suggest they use the term "media release" if only because "press release" feels as if it isn't given the other media (like Web site editors, bloggers, TV producers) their full due. Using the right term is especially important when we're sending a release to media that cover the gamut and most times that's exactly what we do. Because newbies may not be familiar with the term "media release," we may be communicating better when we say "press release," so there is a place for the term. I just worry that people might stick "press release" into the subject line of their e-mail releases and come off...well...a little exclusionary? And maybe not quite as professional as they'd like to look.



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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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**Tip:** What are the top three things you need to work on to sell a ton of books?

- Killer contact lists you build using your own research and the people you know.
- A query letter template that can be adapted to sell everything from your book (to agents or publishers) to your ideas for publicity.
- A social media platform you can call on—preferably on the day your book is released.

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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

**Getting Too Darn PC for the Good of the Language.**

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Frankly, I think getting too PC (politically correct) can interfere with clear, concise English. But, we writers need to be aware of trends so we can make conscious choices and avoid faux pas whenever possible.

Example of too, too PC: An academic at one of the universities that uses my husband's reference book, *What Foreigners Need to Know About America From A to Z* (<http://amzn.to/ForeignersAmericaUS>) objected to the word "Foreigners" in the title. My husband was aware of that difficulty when he chose that title. Some consider it pejorative. The thing is, there is not really a perfect substitute in the English language. "Aliens" calls up an image quite different (and for some even more negative) than "Foreigners." These academics who used to call their students from other countries "foreign students" now call them "international students" but that term wasn't quite right for this book. Some people this book is

written for may be emigrants. Second generation citizens. Tourists. People who aren't Americans who conduct business with Americans. And on and on. Though not a perfect term, "foreigners" was the most inclusive.

I think that often attitudes about words tell more about the person who objects to them. When did it get to be a bad thing to be a "foreigner?" In America, even Native Americans were once from somewhere else. Or, more importantly, when are we going to get over the idea that it's a bad thing.

Now the *LA Times* reports that the respected AP (Associated Press) has decided to discourage its reporters and editors from using the word "illegal immigrant." Some find the term offensive. The *Times* reports, "They prefer 'undocumented' arguing that 'illegal' is dehumanizing and lumps border crossers with serious criminals."

So the venerable AP stylebook warns against the term, though they, too, couldn't find a suitable substitute for all cases. Instead they suggest a kind of "working around it" approach—which may be an adequate alternative in the body of a written piece but may be tough when coming up with a title or headline.

There are all kinds of phrases and words that we should be leery of. We know—instinctively or because we writers need to keep up on such things—most of them. But sometimes the style suggestions are just plain mealy mouthed. Meaning that they are diluting our language without offering anything that works as well.

Decisions. Decisions. Just remember. "Undocumented" isn't going to work. Some people have documents, just not the right ones.

But the part of all this—the part that I love—is the idea a senior manager at Associated Press put forth: "It's lazy to label people. It's better to describe them." I have to agree with that. I was labeled all my life and hate putting labels on people. It's a little like putting them in a box, locking it, and throwing away the key.

And, just so you know, *LA Times* and *The New York Times* will soon be weighing in on the "illegal" and "undocumented" issue. Can't wait to see what they come up with.

Note: In the 1970s, the *LA Times* style book preferred "illegal alien." Times do change...gradually. Thank goodness, mostly for the better. I'm going to accumulate style choices, possibly for a new book. If you have ideas for me, please let me know at [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

CHJ

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

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**Tip:** Aaron Shepherd sponsors a site (<http://one-cent-books.blogspot.com>) that links to Sales Rank Express on Amazon to feature "low-price books on Amazon in price ranges under a dollar." Some of them only a penny. For those of you interested in buying books for a penny, Aaron says the selection tends to be greater from Sunday to Tuesday.

One Cent

50 Cents or Less

Under 99 Cents

99 Cents—Fiction & Literature

99 Cents—Nonfiction

He also says, "...authors can use the list for market research, to follow what happens to books using this pricing strategy for promotion instead of going free like everyone else. So, as a tool for authors and publishers, it's kind of supplement to Sales Rank Express, which doesn't allow searches by price range.



For those who'd like to see your book listed on Aaron's site, here's the trick. Offer your book on Kindle in one of those price ranges and voila! It happens automatically! Aaron is the author of *From Word to Kindle*, now the highest rated paid book on Kindle formatting. Find it at <http://rcm.amazon.com/e/cm?t=howtodoitfrug->

[http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=B005FG163Y&ref=tf\\_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=B005FG163Y&ref=tf_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr) This one is only 1 cent, which, as you can see is a way to try to achieve that number one spot which can later be promoted.

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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>.



**Tip:** Valerie Allen just found a free online site.  
[www.NonfictionAuthorsAssociation.com](http://www.NonfictionAuthorsAssociation.com) She says, "It was easy to do my profile and author page. Didn't put up a pic yet, but I'm working on it." ~ Submitted by Valerie Allen:  
[VAllenWriter@cs.com](mailto:VAllenWriter@cs.com)  
[ValerieAllenWriter.com](http://ValerieAllenWriter.com)  
[Facebook.com/Valerie.Allen.520](https://Facebook.com/Valerie.Allen.520)



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



## On Poetry



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

## Try a Persona Poem



A poet puts himself-or herself-into the shoes of a character and writes a poem as if he or she had magically turned into that person. It's a little like writing fiction and lots of fun.



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



## Guest Feature

## Ten Reasons Why You Should Be Blogging

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By Penny Sansevieri

With all the Tweeting, Facebook Liking, and LinkedIn connecting going on, it's easy to forget about blogging and finding the time to do so. Blogging, however, can be extremely useful for more reasons than just populating your website with content (although that's important too). Let's look at some reasons why you must blog and why it should matter to you!

**Bloggng gives "voice" to a website:** In an age where there are millions of websites and millions more coming online each month, how can you stand apart from the crowd? One way is to get a great-looking site, but as we all know, sometimes budgets allow just the basics. A blog can then step in and (through your voice) give content and character to any website, regardless of how fancy or plain it might be. In fact, some of the best blogs have carried the success of many a less-than-spectacular website.

**Content marketing:** We all know that we need to create content, and lots of it, but who has the time? Well, now you can use your blog as a content creating machine. You can develop original content there and push it out to different areas. For example, I will sometimes use my blog posts for Twitter updates, Facebook updates, and article syndication.

**Search engine candy:** Blogs are great optimization tools. Search engines (especially Google) love sites that are updated frequently. One easy and quick way to do that is via a blog. Each time you update your blog it pings the search engines and tells them the content on your site has been updated.

**Social media must:** If you're going to tweet, or want to be liked on Facebook, there's no two ways about it, you must have a blog. That's the site you send them to for your complete content, where they can comment, become a follower and help you grow your tribe.

**Blogger friendly:** If you're going to pitch bloggers, you must first have a blog. Love bloggers? Be a blogger first. Similar to the step above, you can become active on other blogs, commenting and sharing ideas, and attract them back to yours where they can return the favor. By the time you pitch them, you're not just another email in an inbox, you're someone they know and like.

**Be an industry leader:** It's hard to be a leader in the industry if you don't have a voice. A blog can give you a voice. Also, by

blogging on your market, you can stay in touch with your market and hot topics much easier. Stay dialed in, stay current: a blog can help you do that.

**Media, speaking:** I've gotten media interviews and speaking gigs from my blog. If you blog enough and on interesting, relevant issues, you can gain some serious momentum for not only your website, but your career as well.

**The competitive edge:** No matter what category you publish under, there is always a lot of competition. Yes, you can compete with a better cover, a better book, but on your Web site a blog will help define you as the author in a unique way that a book category can't. When you're in a cluttered market, like dating, dieting, or finance, a blog can really help to define and refine your message.

**Credibility:** Blogs are great credibility builders. Getting on topic and giving your opinion (and yes, being different) can really help to build your footing and credibility in the marketplace.

**Site traffic/SEO:** Aside from what a blog can do for your site as it relates to Google, an active blog can also help to increase site traffic and help further optimize the site. It's a fantastic tool for getting your site better links, traffic, and a higher ranking in search engines.

So now that I've convinced you to blog, I want to refer you to another piece I've written on blogging called "[How to Become a Powerhouse Blogger in 15 Minutes](#)" I hope that this piece, along with the tips provided above, will help you launch or reinvigorate your blogging campaign.

Good luck and Happy Blogging!

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Penny C. Sansevieri, Founder and CEO Author Marketing Experts, Inc., is a best-selling author and internationally recognized book marketing and media relations expert. She is an Adjunct Professor teaching Self-Publishing for NYU.

Her company is one of the leaders in the publishing industry and has developed some of the most innovative Social Media/Internet book marketing campaigns. She is the author of five books, including *Red Hot Internet Publicity*, which has been called the "leading guide to everything Internet."

Her latest books: *How to Sell Books by the Truckload* on Amazon.com  
[http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=B00CJ0USL0&ref=tf\\_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bq1=FFFFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=B00CJ0USL0&ref=tf_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bq1=FFFFFF&f=ifr)

And Red Hot Internet Publicity: [http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=1605207241&ref=tf\\_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=1605207241&ref=tf_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr) To learn more about Penny's books or her promotional services, you can visit her web site at [www.amarketingexpert.com](http://www.amarketingexpert.com).

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

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**Subscriber Tip:** Each week I publish interviews with successful entrepreneurs on our iTunes Podcast show! These interviews are packaged with insightful information and you can listen to them when it's most convenient for you. Sign-up via iTunes...that way you won't miss a beat! Here's the link to our iTunes Show! <http://www.misskrizia.com/KriziaiTunesPodcast> ~ Submitted by Krizia & The Attract More Clients Training Team <http://www.AttractMOREClientsTraining.com>

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

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**Tip for Beginners or Hobby Writers:** I learned about this post-it-yourself site on Twitter. <http://bohbow.net/> When we're beginners, sometimes it's nice to just see our work in print. Do be careful, though. Don't post anything you think you'd eventually like to sell.

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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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**Tip:** I do something a bit different for readers when they request signed signature labels for the books they order online. I used to own retail shops (gift) so I know about things like scrapbooking stickers. I could use the plain old bookplates that people used to use to identify books they lent to friends. But instead I use lasercut labels that scrapbookers use and send along stickers of fountain pens for people to add to the labels. Very writerly. (-: Check scrapbooker sites like Creative Memories for ideas that fit your title.

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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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**Q&A a la Ann Landers**

**Selling Foreign Rights the Easy Way! (?)**

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**Question:**

So, using the metrics for success I found in *The Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>), I exceeded my "inches" in promotion by May.

The identification of the Boston Bombers as ethnic Chechens resulted in a solid week of national media interviews (radio and print)--and perhaps some of my best work to date--getting asked by CNN to contribute a piece for Fareed Zakaria.

<http://globalpublicsquare.blogs.cnn.com/2013/04/22/the-truth-about-the-chechen-threat/>

Also, because of my marketing success (based on your methods), I've also been asked by the Executive Producer of NBC's 2014 Olympic Coverage to be their consultant.

I'd been beating up my publisher for a while to get the book published in a few other languages. And although he personally



believed it was a good idea, he was unsuccessful in convincing the corporate headquarters that it could make money.

However, I was able to use my recent media flurry to convince them that the book **MUST** be published in a some different languages before the Sochi Olympics and that, if they weren't going to do it, then they need to sell the foreign rights back to me so I could do it myself. He was able to convince corporate to do that - and so I'm able to buy my foreign rights back for just a few hundred dollars.

So now, I can either self-publish in a few languages (and pay for interpretation myself) or I can try to get a foreign publisher (which I'll be able to broker my own deal with instead of taking whatever my original publisher left for me) and let them do the work.

I'm in the research phase now and thought I should start with you first. After all, if I had started with you when I was writing the book, it would have saved me a lot of time, effort and frustration.

**Answer:**

Oops. There is no easy way!

And because I'm steaming toward Korea and will be there in about 20 minutes, I'm going to give you a short answer now and write a longer answer (blog suitable) when I get home.

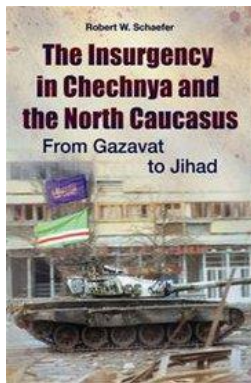
The short answer. There are excellent foreign rights venues in Europe--Frankfurt and London being two of the best. Here's the catch. There are people who will take your book to "display" and "sell" your rights for you. Don't believe it!

There is a section in *The Frugal Book Promoter* on displaying at bookstores and tradeshows. Use your index to try to find them. Their service is not exactly a scam but it's highly unlikely to produce any results **UNLESS YOU GO ALONG WITH YOUR BOOK, STAND IN THE BOOTH, WORK THE SHOW AND SELL YOUR OWN DAMN BOOK**. And yes, I am yelling. I get really tired of seeing authors throw their \$400 to \$600 down the drain. If you can go, however, you might get results. But even then, you have to do your homework first. Check to see who publishes in Russia, Chechnya, etc. you already have a handle on your European markets so start there. Then arrange to meet prospects in Frankfurt, etc. And work the floor, too! Have your media kit and cards and copies of your media release/query with you.

Yes, having someone translate for you is expensive. And it's hard to tell if you'd make that much money back. Another problem my husband had with his [What Foreigners Need To Know About America From A To Z published in China \(traditional publisher\) and now in English](#). We had no idea about the accuracy of the translation--even after he had Chinese friends read it to see what they thought. It's highly unlikely that his friends would see the discrepancies he would. You know, things the Chinese publishers may have left out for political reasons, as an example.

So, you have a bit of a row to hoe. But like everything, to be successful it's probably going to be up to you. Would that we could count on good luck to just come and sit in our laps. (-:

Robert's book is very current as you can see from his success above. Here is more information on it:



**"A tour de force in breadth and depth"**  
- *Kirkus Reviews*(Starred Review)  
**"Enormously helpful"** - *The New York Times*  
**"A remarkable book"** - *The Economist*  
**Named to Kirkus Reviews "Best of 2011"**  
**Named to the "Top 150 Books on Terrorism and Counterterrorism"**  
**2011 USA Book News "Best Book Award" for Current Events**  
**2012 Military Writers Society of America Gold Medal (History)**  
**2012 Independent Publishers Bronze Medal (Foreign Affairs)**

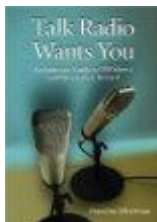
Read full reviews and get more information on [Amazon.com](http://Amazon.com)

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

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**Tip:** Fraternizing with Fran is a radio-streamed show run by the famous Fran Silverman who wrote the definitive guide for radio appearances for authors. We talk about book



marketing and I was her inaugural guest. Hope you'll drop by and listen—and, yes, learn something new.  
<http://aircheck.us/show/876> Click on the "Fraternizing with Fran" widget. My segment is the first one and is available now as a podcast. And find her book full of resources at  
[http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=0786440333&ref=tf\\_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asins=0786440333&ref=tf_til&fc1=000000&IS2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr)

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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 Darcia Helle

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...for interviewing Magdalena Ball and me just in time to publicize *Imagining the Future* for Father's Day:  
<http://quietfurybooks.com/blog/2013/05/imagining-the-future/>

## Thanks to Mridu Khullar Relph

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... to Mridu Khullar Relph for offering *The Frugal Book Promoter* in her contest. There are tons of other benefits and perks for authors who enter her contest, too. You'll want to check it out!  
<http://www.mridukhullar.com/2013/05/comment-to-win/>

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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](mailto:HoJoNews@aol.com)



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Studio: 310.379.2650  
Mobile: 310.621.3530  
<http://www.wcwriters.com>

**Free Templates to Help You Succeed from Mridu Khullar  
Relph**



*21 Query Letters That Sold* is a free e-book offered to subscribers of Mridu Khullar Relph's weekly newsletter, featuring queries that sold to The New York Times, Time, Ms., The Christian Science Monitor, and many more. You get the full story behind each query as well as the published article at the end. Sign up for your (free) copy at <http://www.mridukhullar.com/ebook-queries/>.

Mridu Khullar Relph is a multiple award-winning freelance journalist currently based in New Delhi, India. She has lived and worked in Asia, Africa, and North America, and writes for The New York Times, Time, The International Herald Tribune, ABC News (Australia), The Independent, Global Post, Parade.com, Ms., and the Christian Science Monitor, among others. Visit her website at [www.mridukhullar.com](http://www.mridukhullar.com)



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favorite that lasts. To subscribe and view all his past poster designs go to: <http://amperart.com>

And isn't the design a perfect accompaniment to Magdalena Ball's and my new poetry book *Sublime Planet*!

**Tip:** If you haven't reviewed Amazon's guidelines for customer reviews lately it may be time to do so again. For the most part, I believe that the rules they now have in place serve the entire publishing community by trying to maintain ethical review (and journalistic) standards. Here what they say in a recent newsletter complete with a link to the guidelines:

"Lately there has been some confusion around the guidelines Amazon uses to evaluate Customer Reviews. Customer Reviews are meant to give customers genuine product feedback from fellow shoppers. Our goal is to capture all the energy and enthusiasm (both favorable and critical) that customers have about a product while avoiding use of reviews designed to advertise, promote, or mislead customers. [Here are] are answers to some common questions we receive on Customer Reviews. For more detailed information please visit the [Customer Review Guidelines](#)."

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/>

**Tip:** I loved Mridu Khular's article on You Did What? Eight Ways NOT to Sell Your Book in The Writer Magazine and—of course—loved that she quoted me in it. Find it here and do leave her a comment.

<http://writermag.com/en/Articles/2013/05/You%20did%20what.aspx>

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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](#)

## **Vocabulary Building**

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**By Mindy Philips Lawrence**

Have you ever heard the word "optigluvious?" If not, what do you think it means? Well, I have to confess that it means absolutely nothing. It's a word that someone I know made up. It's fun to invent new words when you talk and when you write as long as you also invent a proper definition for your word children.

That's the fun but silly way to play with words. The smart way is to develop a strong, varied vocabulary. Writers need to have a good knowledge of many words in their writing tool case. It's great to use a thesaurus but so nice when you don't need one when you try to find a word that means something similar to another one.

When I was younger, I loved the Word Power section in Reader's Digest magazine. It gave me knowledge of words I'd never seen before. It made me guess what they meant then told me the correct answer. I learned so many wonderful definitions that way.

That was one way to learn words. Here are other methods that will help you with your vocabulary and with your writing:

**READ:** The more you read diverse topics and genres, the more new words you will learn. This is the single best way I can think of to become a better writer. Keep a writing pad handy to write down newfound words so you can look them up later and learn more about them.

**Play Word Games:** So many games are available for learning vocabulary and knowing how to use it. SUDOKU is one huge way. Playing Scrabble is another. You can find topical word games to increase your vocabulary in specific fields of study.

Play with a dictionary and a thesaurus: Thumb through a dictionary to figure out the roots of words, the prefixes and suffixes on words and what they mean. Looks up words that you've never seen and learn about their history and meaning. The thesaurus is also good as a learning tool. I remember reading the words in a thesaurus when I was in junior high and realizing how many different ways there were to say the same thing

The more you learn, the better writer you'll become. Go ahead and study words deeply, but you don't have to be optigluvious about it.

## **Links**

### **Effective Ways to Build Vocabulary**

<http://www.jocrf.org/resources/EffectiveWays.html>

### **Education--Vocabulary**

[http://www.city-journal.org/2013/23\\_1\\_vocabulary.html](http://www.city-journal.org/2013/23_1_vocabulary.html)

### **Improving Vocabulary**

[http://www.world-english.org/improve\\_vocabulary.htm](http://www.world-english.org/improve_vocabulary.htm)

### **Increasing Your Vocabulary**

[http://www.gavilan.edu/tutor/documents/IncreasingYourVocabulary\\_002.pdf](http://www.gavilan.edu/tutor/documents/IncreasingYourVocabulary_002.pdf)

### **Free Rice**

[www.freerice.com](http://www.freerice.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](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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### **Guest Feature**

## On the Beanie Baby and Book Phenomenon: The Other Side of the Free-bie Coin

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The Beanie Babie Craze mentioned in this article came at the very end of my husband's and my very long run of interest in collectibles including Hummels, Lladro, Precious Moments etc. Some are no longer being produced, but Beanie Babies are. People don't expect to finance their kids' education with them anymore, but they're around!

### ON THE SUBJECT OF FREE BOOKS

By E. Van Lowe, author of the paranormal romance series *The Falling Angels Saga*

In the mid 90s, a tiny plush toy got a foothold in the hearts of Americans. You could find these little devils in office cubicles, on coffee tables, and on car dashboards. Beanie Babies came on the scene very quickly. Suddenly everyone had one. People lusted after the newest characters when they were released.

The tiny plush toys were only sold in small card and gift shops. It wasn't uncommon back then to see little cardboard signs in gift shop windows touting "Beanie Babies In Stock." That's because Beanie Babies seemed to be always *out* of stock. And when a store got their hands on a tiny shipment, they were sold out within hours. People waited in lines; people offered bribes to shop owners to let them know when a new shipment was about to arrive. America had simply gone crazy over Beanie Babies.

### The Free Market

Enterprising companies began making knock-offs of the characters. Not so much counterfeits (although there were many) but similar products that could be sold in larger department stores. At first these new knock-offs surged in popularity. Beanie Baby-like plush toys were in abundance in my city of Los Angeles. Yet after a few months, the knock-offs fell out of favor. During this surge in knock-off popularity, the Beanie Baby company (Ty) never veered from their business model: *only make a few, only sell them in small stores*. They did not succumb to the urge to make more babies.

This strategy propelled Ty to become a tiny empire worth more than \$6 billion. Ty realized larger companies could have better designs, cheaper labor, better pricing, and easy availability. Ty couldn't compete on that level, so they stuck with the only thing had going for them--scarcity.



## **Amazon's KDP Program**

Early in 2011, many authors began touting their success with Amazon's KDP program. This program allowed them to give a book away free on Amazon for a few days. The end result was always a wave of sales. Free is a great marketing tool, and these early adaptors used it to rack up big sales. By March there were over 3000 free e-books on Amazon on any given day as authors who'd heard about the free bonanza flocked to Amazon's KDP in hopes of big sales.

I heard about the program in April. I begged my publisher to try it with one of my books for the summer. In June we enrolled [\*\*Boyfriend From Hell\*\*](#) in the KDP program, and in our first giveaway we gave away over 10,000 free e-book copies... and sure enough, when we put the book back up for sale, my sales continued to climb. I didn't achieve the amazing results I'd heard about, but it was good.

In a month, however, my sales had dropped back to their normal level. We gave the book away again in August with less than stellar results. In September, my new publisher (Imajin) gave away my then new book, [\*\*The Zombie Always Knocks Twice\*\*](#) to disastrous results. I'm sure the book and our marketing plan was part of the problem, but the real problem was clutter.

By June there were over 5000 free e-books available on Amazon on any given day. As of this past Monday there were 5587 free e-books on Amazon; 647 new books were added since the day before. Almost 700 new people were screaming "download my free book" on Monday. And guess what? Most of them had disastrous results. The 32 books that had 18 or more 4.0 + reviews made it onto a list. The others didn't and probably won't. Welcome to the world of the cluttered marketplace.

Are the days of free over? No, not by a long shot. Free is a great marketing tool. But with at least six websites posting their free e-books of the day each morning, it's hard to get seen through the clutter. It's hard, but not impossible.

## **Scarcity**

Scarcity is the tool the Big Six publishers have used for years. By keeping most authors out of the market, and by controlling the number of books being published, the Big Six had the market on lockdown. Then along came Amazon with its "anyone can be a published author attitude," and pretty soon the Big Six monopoly came tumbling down. No wonder the Big Six hates Amazon so

much. Amazon has single-handedly altered the way the public views buying books.

Originally, the KDP program of giving away your book on Amazon to stimulate sales was a good thing, but like all good things its effectiveness is coming to an end. That doesn't mean it has to be the end of free e-books. Free is a great marketing tool... but so is scarcity. Here's how you can use scarcity to improve your sales, grow your fanbase, and get some awesome reviews in the process.

## **Goodreads**

To begin, if you're an author and you're not on Goodreads, you need to sign up now. Goodreads is an indie author's second most important marketing tool and it's free. The reason you need to be on Goodreads is it's the best place to host a giveaway. Goodreads is like Facebook for avid readers. All you need to do is post your giveaway, and the site will do all the work to market it for you. You can't beat that.

To host a giveaway, go to your Goodreads author dashboard, scroll down to giveaways and click. Then click on "List a giveaway" (it should be on the upper right hand side) and you're in business. Goodreads walks you through the rest of the process. You can give away as many books as you like, but I only give away one. Giving away just one book makes your book seem a lot more valuable-- remember, we're working with scarcity here.

The first day of your giveaway and the last two days Goodreads promotes it on lists: New giveaways the first day, and soon to be ending giveaways the last two days. If you hold a 5-day giveaway, Goodreads will be promoting your book for you for three of the five days. You can't beat that, either.

The only drawback is you have to give away a paper book (Goodreads is currently working to make e-books part of the program). If your book is e-book only, you can go to Createspace and print up a few hard copies just for giveaways. The time and cost to set this up will be well worth it. I've had as many as 1400 requests for a free book listed for just a few days.

In the end you've not only given away just one book, but now you have a list of readers who not only know about your book (Impressions) but who want to read your book. I use this list to find qualified reviewers. You can now message those who didn't win and offer them a free e-copy of your book in exchange for an Amazon review. I did this with [\*\*\*The Zombie Always Knocks\*\*\*](#)

Twice and garnered ten excellent Amazon reviews in just a few weeks.

Finally, if you've given your book a compelling description, some of those who didn't win the giveaway will buy your book as soon as the contest is over. So there you have it. Just as Ty used scarcity to grow their business, and the Big Six used scarcity to control the market, you, too, can use scarcity to grow your fan base, your sales, and your reviews. And, let's face it, you can't beat that with a stick.

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Submitted by Christopher Meeks, author of Love at Absolute Zero, is the publisher (White Whiskers Books) of some of Lowe's books.

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I have a series of retail books that authors could benefit from. The reason? Authors are retailers, too. They must sell their books. But A Retailer's Guide to In-Store Promotion will be especially valuable because it will give authors insight on how to convince retail outlets that a partnership (like a book signing, workshop or seminar) with them will benefit their bottom line. Find this book at [www.budurl.com/RetailersGuide](http://www.budurl.com/RetailersGuide) or more about the whole series at [www.howtodoitfrugally.com/retailers\\_books.htm](http://www.howtodoitfrugally.com/retailers_books.htm)

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**Tip:** The publisher Createspace featured an article by one of their authors Richard Ridley on their forum. It is on "book descriptions" and I thought it a very good start for newbie authors or for advanced authors who may want to review the concept. <http://bit.ly/bookdescriptions> . In my comment on the forum, you'll see I think the problem is that we all use too many terms interchangeably for "book descriptions." So, if you're confused, you can look up more on the topic in your *Frugal Book Promoter*. Check the index under "loglines," "blurbs," or even "pitches." They're sometimes related to one another and sometimes they're exactly identical twins/

## **Carolyn's Appearances and Teaching**

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**New!** 📖 Come by for a free Worm Radio broadcast on Blog Talk radio with JaVonna Smith and Nanci Arvizu May 31 at 10 am. We'll talk about selling tons of books and a bit about travel as inspiration and nourishment for writing.. The show is Review-Worm ([blogtalkradio.com/review-worm](http://blogtalkradio.com/review-worm)).

**Sold Out!** 📖 I will be speaking about “Savvy Marketing for Fiction Writers: It’s Never Too Late—Or Too Early—to Promote Your Book” and sign books on Sunday, June 23, from 3:30 to 4:45 at the Pasadena Hilton Hotel in Pasadena, CA. Hosts are CCWC members Patty Smiley and Dianne Emley. Learn more about the organization and the conference and the faculty at <http://www.ccwconference.org/faculty.html>

**New!** 📖 Place: Palms-Rancho Park Library  
Date: July 20  
Title: SELL A TON OF BOOKS:  
Subtitle: AVOIDING AUTHORS BIGGEST BOOBOOS  
Description: Multi award-winning author of the HowToDoItFrugally series of books for writers Carolyn Howard-Johnson gives you the rundown on building contact lists better than any that could be purchased for lots and lots of money, writing a killer query letter that will sell their book to an agent or publisher and their publicity ideas to movers and shakers, and how to make their Amazon buy page a selling machine.

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Sign up to receive a copy of my Sharing with Writers **blog** in your e-mail box. It is a focused blog on all things related to writing and publishing. Go to [www.sharingwithwriters.blogspot.com](http://www.sharingwithwriters.blogspot.com). Sign up in the left-hand column. Find related resources by scrolling to the bottom of the blog.

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**Wordstuff™**

**Something to Make Writers Smile**

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

**SUBDUED** (sub-dood'): Like, a guy who, like, works on one of those, like, submarines, man.

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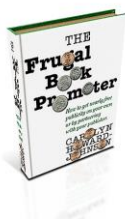
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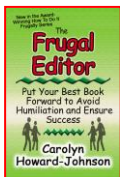
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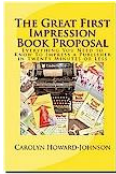
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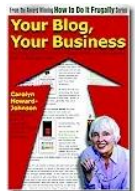
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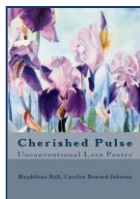
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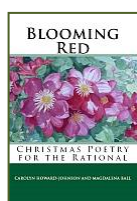


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*Tracings*, a chapbook of poetry (Finishing Line Press)

<http://budurl.com/CarolynsTracings>

## **Contact Information**

### **Websites**

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

### **Blogs:**

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

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

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

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

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

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