

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

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October 18, 2014

Sharing with Writers Since 2003

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

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

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

This newsletter is powered by AuthorsDen.com.

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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

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

**Note: "Expensive" and "rule-laden" aren't necessarily the most effective or useful way to distribute a newsletter. I try to avoid the fancy (and less frugal) HTML services and am glad to be offering this letter on my own Indie terms. You can now download the current and recent back issues on my Web site at [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm). If you can't copy and paste from .pdfs, try updating your Adobe pdf program.**

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Note from Carolyn

Dear Subscribers:

Perhaps the hardest job I have is to convince my clients that a critical review can actually be beneficial to the sales of their book. (The other is convincing them that marketing a book is not selling a book but an act of consideration—that is identifying their readers so they can be helped or entertained in the way they like best!)



Back to reviews. I was reading a review for [The Small Big: Small Changes That Spark Big Influence](#) by Steve J. Martin and Noah Goldstein with Robert Cialdini in *Time* magazine. And there! Right there! Was the clincher. It leads with, "At first glance, little differentiates Berkshire Hathaway stockholder reports from those of any other major

corporation. But look closer. Even in years when Berkshire has been unimaginably successful, [the Berkshire Chairman draws attention] to a snag or strain in the company."

"What," you may ask, "does that have to do with my book, or reviews for my book?"

The review amplifies a bit: "Researchers who study persuasion know that messages can be amplified when people present a small weakness in them, which in turn garners a higher level of trust."

As those of you who have read my [The Frugal Book Promoter](#) know, I don't advocate slash and burn review tactics—for authors who review books or authors who take the lowest road and denigrate their competitors' books. But a review that is honest, one that tempers praise with a little helpful critique, can be of far more value than one that looks as if it were written by the author's mother.

Apparently this book also suggests that those with something to sell might "arrange for someone to toot your horn on your behalf." It gives an example of the old switch tactic that I've had car salespeople use on me when they turn me over to someone who is "more experienced," or "in a better position to cut me a deal."

Another lesson: Use **potential**. Facebook users introduced to "someone who could become the next big thing" were more convinced than they were from a mere list of his or her credentials, however stellar.

And while we're at it, one of the first "lessons" I learned about endorsements (they're sort of like mini reviews, right?) is that you can write them and present them to someone in a position to influence your particular readers in the query letter you write to them. You tell them that if they prefer they can choose one of your prepackaged endorsements--edit it or not--or write one of their own. It's a way of keeping control over the aspects of your book you'd most like to have at the forefront of readers' awareness and—at the same time—being of service to the person you are querying. You will also up your success rate for getting an endorsement because many movers-and-shakers aren't necessarily writers and the idea of writing an endorsement from scratch scares the beejebees out of them!

You can do the same thing with a review. Write one the way *you* would like to see it (using some of the techniques outlined in this note to you), and let someone else—someone with tons of credibility--sign off on it. If no one does, you can use the review in your media kit with a note that it is a "sample review." That's honest and sometimes needed when you're finding it hard to get that first review! By the way, that's another tip you'll find in [The Frugal Book Promoter](#) along with ways to avoid paying for a review and why you *should* avoid paying for one.

Happy writing, editing, and promoting,
Carolyn



PS I'd love to see those of you who live in the LA area at the coming Digital Conference (<http://www.wcwriters.com/dasp/program.html>) for sure, though hotel accommodations are available for out-of-towners. I'll be speaking on "Using Createspace as a One-Stop Shop for Digital and Paper" and "Digital Marketing Made Simple." Get more details by scrolling to the bottom of this newsletter for my coming presentations.



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



Letters to the Editor



This month I am sharing a letter I wrote to an editor, rather than one someone wrote to me. I hope it helps you get a little extra exposure for your name and title and maybe help with name recognition within your targeted audience. I wrote it to the editor of a print magazine issued by one of my favorite organizations for authors and publishers. This writing-of-letters-to-the-editor business, of course, is an example of one way for authors to glean name recognition and credibility among readers of specific, targeted audiences—online or off. I wanted to remind you that this newsletter is a space where you can both share (meaning do some good for other authors) and get a little exposure (with a link!) for your book, too. Note that the letter ends with a compliment (sincere!) for the publication, a little trick that helps assure that the editor will want to publish it. (-:

Dear Judith:

I'm sure I fell in love with the e-BOOK image you used in your August issue of *ibpa independent*. It illustrated your IBPA Marketing Opportunities article on page 22 and appeared on page 3 in your contents list. It is such a nice

metaphor for the distance we've all come since I started my career in journalism and used my breaks to hang around what we called the backshop to watch the linotype operator pour molten lead into letter-shaped molds. To me it seemed like a giant typewriter, steaming in working conditions over a hundred degrees (no air conditioning back then!). Stinking of the deadly hot lead (the burns on the operator's arms attested to that!). And the too-sweet odor of the printer's ink still drying on the presses from the run just finished from the day before.

I think your image predates my linotype guy's art. It looks as if the letters were individually carved of wood and handset. No wonder the linotype machine also seemed like magic. What would he have thought of *our* digital printing just forty years later?

And just look at the purity of the font design. The contrast between lower case to the left of the hyphen and the elegant carving of the sans-serif caps on the right.

So. About my request. If the image isn't copyrighted, is there a chance I could have a copy of the image to use here and there in my marketing efforts? IBPA has such a fine record of catering to its members, I feel almost guilty about asking. The keyword in this request is *almost*.

Very best,
Carolyn Howard-Johnson

(A credit line goes here—that is, information on the letter-writer's book targeted to the magazine's audience. By including it yourself, you make it easier for a busy editor to use what you've sent and assure that the information you would most like their readers to see is more likely to be included.)

Letters to the Editor Urging Me to Get Smart

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Dear Carolyn:

When are you going to start CHARGING for this/these newsletters! It shouldn't be FREE!!!

At LEAST put a guitar case out!!! (Pay Pal)

From Nofsky:

ANSWER:

Ha! You talked me into it. In this issue I'll ask for something in return. Like, "Please tell your authors' groups--online and in-the-flesh--to subscribe." And I'll call it my guitar case per your suggestion. Would that work?

Another idea that authors can use to thank other authors and others who help them regularly with their writing careers is to go to Amazon or B&N.com and plop in a little review and/or add the book to your Wish List. Both efforts are small but powerful. They make a difference on these sites'

algorithms. I make a point of doing the Wish List whenever I'm on an author's buy page and haven't read their book so I can't give them an honest review. See more on using Wish List in this newsletter.



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



## Accessible Contests



Foreword Reviews' [IndieFab Awards program](#) is now open exclusively to indie books published in 2014.

Literary prizes can shape a book's sales trajectory better than any other marketing medium available to publishers. Librarians, booksellers, and enthusiastic readers all make buying decisions with more confidence knowing a book has earned an award from a reputable organization. As a review journal responsible for more than 10,000 sharply opinionated book reviews since 1998, *Foreword Reviews* takes that role seriously as we begin to accept submissions to our seventeenth book of the year awards competition—[The IndieFab Awards](#).

All the entries in the 60+ categories (genres) are culled by our editorial team to a shortlist of finalists. Those twelve titles per category are then sent to qualified booksellers and librarians across the country for final judging. This unique process also serves to get [noteworthy indie books](#) directly in front of book professionals known for their hand-selling prowess.

Entrants can register [HERE](#).

Finalists will be announced in April 2015, and winners will be announced at the American Library Association convention in June 2015, as well as showcased in our Fall 2015 issue of *Foreword Reviews*.

~ Submitted by Jennifer Szunko, Associate Publisher | [jennifer@forewordreviews.com](mailto:jennifer@forewordreviews.com)  
Foreword Reviews | [www.forewordreviews.com](http://www.forewordreviews.com)



Watch for the new contest for self-published books called the **North Street Book Prize**, offered by Adam Cohen and Jendi Reiter



of [WinningWriters.com](http://WinningWriters.com) in this space. I'm excited to support it because it includes all the extra benefits of contests that I like best—like critiques. Like being more frugal than many. Like offering something free just for entering—something that will help your writing career move forward.



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



**Tip:** Consider renting the mail list of the association you belong to for your own direct mail campaign—online or by USPS. In terms of results, these lists are second only to those lists you build yourself as described in [The Frugal Book Promoter](#)--especially if their audience is similar to the demographic that would be interested in your book. Some organizations will lend their lists to you at no cost.



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



**Tip:** Many believe that you have to give Amazon an exclusive to your e-book to publish it on Kindle. That's patently false. But you do get to use

their special promotional opportunities if you sign up (and give them an exclusive) as part of their KDP Select program.

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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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Feature:

Eight Best Tips I Gave to Publishers Association of Los Angeles

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When I was on a panel at PALA (the Publisher Association of Los Angeles, an associate of Independent Book Publishers Association or IBPA), I was asked to give them the five most important tips to an independent writing career and this is an abbreviated rundown of what I told them:

- 1. One of the most deleterious ideas—the one that has the most disastrous effect on the welfare of an author’s book—is that marketing is selling. Especially selling people something whether or not they want it (or can use it). This incorrect idea of what marketing is at its roots is unethical, destructive to creativity, and absolutely false. It is what marketing is not. Here’s what marketing is:
a. It is having a passion for one’s own book, a passion coupled with a strong belief that it will help others—either a certain group of others or everyone. That it is an authentic belief that the book will make their lives better. Help them. Entertain them.
b. Marketing is the process of learning who those people are, showing them why, and helping them access it in the most convenient way for their needs.
c. It is about making sure this caring is evident through the campaigns and promotions the author does. Authors will be forgiven for that awful term selling if the reader can see—and feel—the caring. Both in the book and in the marketing campaign itself.
2. Here’s my most inspirational tip: You can now be in charge of your own writing career. That means you get to make your own decisions. Fortunately that also means you have the never-ending uphill learning curve to climb and I believe it’s fortunate because you will never get bored.

3. There are no blanket rules—no undeniable, unforgiving, steel-clad rules—in writing or publishing. Still, you must know the rules. If you don't and put out a less than professional product, you have done yourself and all the other independent authors a disservice.
4. Learn, learn, learn. One of the best ways to do that is to *use* the benefits offered by respected writers' organizations. Use them to learn more but also use the benefits they offer to help you market. Both their paid services and the ones that come free with membership. Example: A benefit that works well is renting one of their lists for a direct marketing campaign.
5. Learn to fight what is left of Book Bigotry or Entrenched Publishing Rules without spending time trying to change other's minds. People only change their minds when they're in enough pain. Be confident in knowing that entrenched (read that traditional) marketing ideas aren't the best way to sell books anyway. The best way to use your marketing budget and time is to find the ways you can reach the most people in the least time (and where you can make the greatest net profit)—and that isn't by selling through bookstores. . .or in airports.
6. Tips: Read, read, read, but read cautiously. Everyone on the Web isn't an expert. You'll find new experts in newsletters written by experts who will keep you up to date.
Examples: Amazon sends information about their new promotion opportunities to those who have already published with them. To get that information, you have to read their e-mails. If you don't get their e-mails, you'll need to get links to the information in blogs and newsletters and online groups. My favorite newsletters are:
 - I. Dan Poynter's
 - II. Hope C. Clark's
 - III. Joan Stewart's (The Publicity Hound)
 - IV. My SharingwithWriters (the one you are reading—please tell others!)
 - V. And for speakers (one of the best ways to market), my fave is Tom Antion's letter.
7. Join organizations:
I love Independent Book Publishers Associations (IBPA), of course, but there are lots more targeted associations like memoir writers, journalists, the Military Writers Society of America, PEN. Remember they only work as well as you work them.
8. Join listserves, sometimes called social network groups or forums. IBPA has a great one. Author U is one founded by Judith Briles. Here's a tip: Learn which contributors are experienced and which aren't before you take advice to heart.



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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Tip: Have you thought of including an index in your book of historical fiction so that readers can easily discern what is fiction and what is brilliant research! What about an index for your nonfiction e-books? I use an index of sorts (meaning I adapted the index concept) for my nonfiction e-books offered on Kindle. Doing so is not really essential because e-books can be easily searched for keywords, but I figure my indexes act as a suggestion for what readers might want to know more about--but the keyword didn't occur to them. (-: Example of one of my nonfiction e-books that contains an index: *The Frugal Editor*, <http://bit.ly/FrugalEditorKind>.

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If you really want people (like me!) to repin the cover of your book or other of your book-related pins, you should have a board dedicated to your own work. That doesn't mean you can't pin you book cover on your other boards when they fit the theme, but consider the difficulty those who want to help you promote will have finding them if they can't go to a designated board—for either all your work or for pins related to your individual titles. If you need examples of how to do that, check my board at <http://pinterest.com/chowardjohnson>.

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Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is usually no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success." Do peruse these successes so you'll have an idea of what to submit when you have a big success. In fact, read them in any case because you will find resources for publishers, contents, etc for your own books within these announcements.

Several Contest Winners Collected in Best New Writing Anthology

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The winners of the Eric Hoffer Award and the Gover Prize (and finalists in both) were just published in [Best New Writing of 2015](#) and, yes, one of my short stories is in it. For submission and nominating guidelines for your book go to <http://www.BestNewWriting.com>. Editors are

Christopher Klim, Matt Ryan, Christopher Helvey, Brittany Fonte, Danielle Evannou, Tim Waldron. Robert Gover is Editor Emeritus. Winner of the Hoffer award is Ronit Feinglass Plank. Winner of the Gover is Gary Powell.

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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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**New Marketing Tip**

**Online Marketing Trick from Amazon**

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You have probably noticed that I encourage you to use all the benefits Amazon offers authors—even if you're not much of an Amazon fan. That includes helping one another out (and encouraging fellow writers and friends) to add your book to their Wish Lists. Why? Because it helps your exposure and your algorithms on Amazon.com, that's why. Here's a screen shot of a new Twitter/Amazon partnership that will help you with that:

#AmazonWishList



Add to Your Wish List Directly From Twitter



1. Find a tweet containing an Amazon.com product link



2. Reply with #AmazonWishList



3. Finish shopping later - the item has been added to your Wish List

Of course, you can also do this when you're browsing Amazon. Just go to any buypage on Amazon and click on the oval Wish List button located on the right of every buy page. How about trying it with one of mine at <http://bit.ly/FrugalBookPromo>? Doing so benefits you, too: Your own icon may appear at the top of those same buy pages—with links to YOUR page or Amazon profile! One click benefits all.

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Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If need and e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. Choose Kindle. After you've done that the site will give you several options of platforms for that book so you can buy the book for your Kindle (and several other ways) or send a gift to someone else. You'll see the link to the free Kindle app--inviting anyone without a Kindle to download the app to any device they have. That app allows you to get the book and read it—whether or not you have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~ Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*, <http://amzn.to/14Ock0W>.

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Update: This new Amazon feature is another reason I hang in there with Kindle Select, even if it means giving Amazon an exclusive on my e-books (not my paperbacks!). Their Kindle Unlimited is new and is now available on Amazon.co.uk (United Kingdom and Ireland), too. They say these customers "will be able to read as many books as they want from a library of over 650,000 titles while subscribed to Kindle Unlimited. All books enrolled in KDP Select with publishing rights in the United Kingdom will be automatically included in Kindle Unlimited on Amazon.co.uk." Just so you know, you earn a share of the KDP Select global fund each time a customer accesses your book from Kindle Unlimited and reads more than 10% of the book they order—about the length of reading the free sample available in Kindle books—as opposed to a payout when the book is simply downloaded." I say, this exposes your book to a whole new audience of book lovers willing to pay a monthly fee to access e-books! (-:

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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: I love <http://askdavid.com> for promoting my books. David has tons of freebie programs. This is what your page will look like: <http://askdavid.com/reviews/book/editing/9441> Notice that all the books you've posted are listed on every page! Notice, too, that you are welcome to add brief reviews and rate books which can increase your own exposure, especially if you rate books that are associated with your own in some way. PS: One of his freebies I love: After you promote you book on his site he give you a code where you can tweet a promotion message to his 37,000 Twitter followers.

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Social networking is one of the best ways to make valuable contacts and build a list of readers. Join me on Pinterest. You pin one of my book covers on one of your bulletin boards and I'll pin yours on one of mine. <http://Pinterest.com/chowardjohnson>

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Tip: I'm sharing a video from fellow book marketer Karen Cioffi-Ventrice on doing screenshots with you. I plan to go back and study it again. Watch for more screen shots in this newsletter (see above). Ha! Here's the link: <http://www.karencioffiwritingandmarketing.com/2014/09/content-marketing-add-screenshots-to.html#.VCVfFRbqQ64>

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

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Publishing Myth: It is not true that you have to give Amazon an exclusive for your e-book in order to publish for Kindle. (It is true that to take advantage of the promotions offered by their KDP Select program that you do—for a limited time (90 days).

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

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You Don't Have To Buy a Booth for a Book Fair to Work for You

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If you would like a promo opportunity to have your book and business cards on display for two days at the Meet the Authors' Book Fair in Melbourne Florida, you can find more information and the registration form at [www.AuthorsForAuthors.com](http://www.AuthorsForAuthors.com) or e-mail author Valerie Allen ([VAllenWriter@cs.com](mailto:VAllenWriter@cs.com)) and tell her I sent you. She'll only charge you \$5. per book, I promise.

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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>.

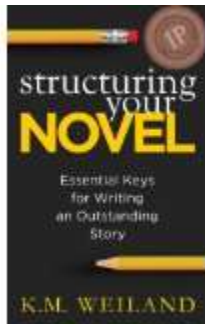
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### Feature

## Never Write an Inconsequential Scene Again

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By K. M. Wieland



When you think of the important moments in a story, you probably think about the big scenes in which stuff *happens*. Characters are taking action—or having action taken against them. Somebody's doing something that matters. There's conflict; there's nail-biting; there's huge stakes on the line.

But what if I told you these are *not* the most important moments in your story?

The most important moments are always those that take place *after* the big scenes. Yes, you heard right. As crucial as character actions may be, they pale in comparison to the importance of character reactions. This is because character reactions are the measuring stick readers use to determine the *true* importance of a big scene

Consider this: Let's say the volcano under Yellowstone erupts. That's *big*, gosh darn it. So *of course* it's important to your story. 'Nuff said. Especially if, say, your protagonist's brother is missing in the disaster area. **But then, let's say, your protagonist hears the news and then just goes about his daily life as a mailman.** He doesn't *do* anything about his missing

brother. He doesn't even seem that concerned beyond his initial, *Oh my, that's horrible. Poor Samson.*

Suddenly, readers are confused. Maybe Yellowstone blowing up wasn't such a big deal after all. Maybe the missing brother isn't important. **Maybe we misread all the signs.** Maybe the author just stuck in this seemingly "big" scene for kicks, even though it obviously isn't going to have any impact on the story.

Every big action in your story needs to garner an equally big reaction from your characters. Otherwise the action, no matter how impressive, simply *doesn't matter*. **Readers will always look to your characters to gauge the importance of any scene**—and if the characters aren't reacting in appropriate measure, the readers will, at best, count that big scene as inconsequential. At worst, the jarring disharmony between their understanding of events and the characters' response will frustrate them to the point of abandoning your book. Now just think how you'd react to that!

[K.M. Weiland](#) lives in make-believe worlds, talks to imaginary friends, and survives primarily on chocolate truffles and espresso. She is the IPPY and NIEA Award-winning and internationally published author of the Amazon bestsellers [Outlining Your Novel](#) and [Structuring Your Novel](#), as well as [Jane Eyre: The Writer's Digest Annotated Classic](#). She writes historical and speculative fiction from her home in western Nebraska and mentors authors on her award-winning website [Helping Writers Become Authors](#).



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



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.

Poet Lois P. Jones Shares Great Poetry Submission List



. . . as an encouragement for you to submit this fall!
<http://entropymag.org/where-to-submit-your-writing-this-fall/> You can follow her poetry-doings on her page on Facebook:
<http://facebook.com/LoisPJones> ?????

Helen Dunn Frame Shares Fave Journals for Poetry Submissions

Here are three publications that accept poetry submissions.

- [Antioch Review](#) is open to submissions of poetry until April 30 and essays until May 31. This publication pays \$20 per printed page. Potential writers should submit via post with a self-addressed, stamped envelope (SASE).
- [The Cincinnati Review](#) is open to submissions of fiction, poetry, and nonfiction until April 15. Payment is \$25 per page for prose; \$30 per page for poetry. Writers should submit by post with SASE or via their online submission system.
- [The Paris Review](#) is open to submissions year-round for fiction, poetry, and essays. Payment ranges from \$75 for poems to up to \$3,000 for prose. Writers should submit by post with SASE.

(**NOTE:** If you're unable to access the listing, it means you either need to log in or sign up for [WritersMarket.com](#) first.)

Submitted by Helen Dunn Frame

Retiring in Costa Rica or Doctors, Dogs and Pura Vida (Second Edition);

Greek Ghosts Website: www.helendunnframe.com Author's Page:

<https://www.amazon.com/author/helendunnframe.com> Facebook:

<https://www.facebook.com/RetiringInCostaRicaOrDoctorsDogsAndPuraVida>

Available soon: *Secrets Behind the Big Pencil, Inspired by Actual Events*

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

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In the News: Apple has a new update to your iPhone's operating system that includes new photo editing tools and makes texting easier, too.

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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: [BooksForFilm group on Amazon Link Network](#) is the only site I know that focuses on books being suggested by their author or publisher for film. I often recommend it to my clients who write literary books and I believe it accepts even out-of-print books like my *This Is the Place* (<http://bit.ly/ThisIsThePlace>). <http://ifogovillage.ning.com/group/books-for-film>

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

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Subscriber Sharing with Subscribers

Your Home Video Studio

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By Donna McDine

Is the natural light and fluorescent lighting in your writing space hindering your video chats with colleagues, schools and libraries? If yes, try using the clever bookshelf blanket below over your window and the Philips Mini Twister 120V 60Hz light bulbs in place of your regular lighting. Many of my video chat visitors have commented on the blanket thinking it's an actual bookcase (of course, if it's an extra sunny day...it doesn't fool anyone) and the Philips Mini Twister light bulbs keeps the lighting soft when you turn them on at the start of your chat.



The bookshelf blanket is available at [CafePress.com http://www.cafepress.com/+books\\_on\\_bookshelf\\_throw\\_blanket,874159149](http://www.cafepress.com/+books_on_bookshelf_throw_blanket,874159149) and the light bulbs are available at your local retailer. You'll find an image of my office set up for creating videos. You can see your video studio can be worked into any workspace.



If you are interested in staying up to date with authors, illustrators, editors, etc. (you name it in the publishing industry) and having a chance to promote your good news (both professionally and personally), opt-in today for my free Book Marketing Tips at [www.donnamcdine.com](http://www.donnamcdine.com) or [www.donna-mcdine.blogspot.com](http://www.donna-mcdine.blogspot.com).

I invite you to stop by and visit with me at <http://donnamcdine.com/educatorguides.html> and check out my free Educator Guide resources and interact with me on my latest blog post at [www.donna-mcdine.blogspot.com](http://www.donna-mcdine.blogspot.com).

Warmest regards,  
*Donna M. McDine*, Multi Award-winning Children's Author  
**Ignite curiosity in your child through reading!**  
Website: [www.donnamcdine.com](http://www.donnamcdine.com)  
Blog: [www.donna-mcdine.blogspot.com](http://www.donna-mcdine.blogspot.com)

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Find info on entering contests and some of my favorite, accessible contests in the Writers Resources section of my Web site myriad of writer helps at <http://www.howtodoitfrugally.com/contests.htm>.  
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**Thank You**

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

## Thanks to Robin Quinn. . .

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. . . for inviting me to share on many of the panels she produces including the recent one for PALA (Publishers



Association of Los Angeles associated with the IBPA). Here is a shot showing the panel's enthusiasm, left to right, Robin, Dan Poynter and me—in pink. (A guideline for speaking is to try to wear bright colors. Notice Dan's maroon shirt.) Robin is an editor. Learn

more about her on [LinkedIn](#).

Thanks to Valerie Allen . . .

~~~~~

I am reprinting a letter that was copied to me because it is a good example of two important aspects of great marketing. One of those is letting people know when you've done a good turn for them (because it helps them trace how effective their efforts are) and the other is including information on that same person (because you increase your credibility and theirs and keep the marketing carousel going around!)

Actually, this is a double sample. The letter from the author to Valerie mentions where she learned about Valerie's fair. That helps Valerie know how her marketing efforts are doing and is a mini gift to the person who let her know about it (in this case, me); those of us who distribute newsletters like to know about the good we're doing, too!

### REPRINT OF LETTER FROM SHARINGWITHWRITERS SUBSCRIBER BABBARA FORTE ABATE REQUESTING MORE INFORMATION ABOUT THE MEET THE AUTHORS BOOK FAIR

Good morning fellow Authors!

I have recently come across information regarding your Fall Book Fair in Melbourne, Florida via Carolyn Howard-Johnson's monthly newsletter and would love to participate in this event. However, because I live in PA, I am one of those authors who will need to send along a book and business cards as my representative. :-D

I do have a couple of questions before sending along my books (I have written three literary novels). I understand that there is a \$5.00 cash fee per book. Is it okay to send a check, or are you referring to cash as in actual "green dollars?" Also, how many business cards are generally preferred or suggested?

Thank you for your time and support of fellow authors. This looks like a wonderful event!

All best wishes,  
Barbara Forte Abate, Award Winning Author

- [Blog](#)
- [Website](#)
- [Facebook](#)
- [Amazon](#)

### LETTER FROM VALERIE ALLEN, DIRECTOR OF MELOURNE, FL BOOK FAIR TO AN AUTHOR WHO REQUESTED INFORMATION FROM HER

Barbara ~

We received your inquiry about having your books on display at the *Meet the Author's Book Fair*, November 22 & 23, 2014 in Melbourne, FL.  
More information and the registration form is available at [www.AuthorsForAuthors.com](http://www.AuthorsForAuthors.com)

You are correct. There is a \$5.00 fee per book.  
You may send a check to *Frankly Speaking Enterprises, Inc.*  
Typically, 20 business cards per book will work.  
If you want your books returned, be sure to enclose a SASE.  
If not, we will use your books as prizes at future book/author events.  
We also donate books to *Honor Our Educators, Adopt a Classroom, and Military Book Project.*  
We NEVER waste a good book!

I looked at your web page - very familiar.  
You have good taste.

Take a look at mine to see what I mean 😊

We sponsor two book fairs a year here in Florida, and Carolyn Howard-Johnson always has her books on display at each of them. She provides a great service and lots of good info on her *Sharing With Writers* blog. I am always pleased when she features one of my guest blogs. So glad you found us via Carolyn.

Best wishes with your writing ~  
*Valerie Allen*  
[ValerieAllenWriter.com](http://ValerieAllenWriter.com)  
[Facebook.com/Valerie.Allen.520](https://Facebook.com/Valerie.Allen.520)  
[Amazon.com/Author/ValerieAllen](http://Amazon.com/Author/ValerieAllen)

### Thanks to IBPA's Molly Farragher . . .



. . . for including news about "my" book fairs, presentations etc. in a recent edition of IBPA's *Independent Publishing Now!* e-newsletter. You can do something similar by using your media release skills and sending information on your activities to newsletter editors like Molly and me. You

can follow this link to access the e-newsletter sent free to members of Independent Book Publishers of America: <http://us7.campaign-archive1.com/?u=548d4a2d40331bb1fc4c7d0ab&id=9789cf72c2&e=aaf167e664>

## Thanks to Dan Poynter's ParaPub Newsletter . . .

~~~~~  
. . . for including one of my...mmm...sayings, in the "Overheard" section of his newsletter: <http://parapub.com/files/newsletter/PP-1%20OCT%2014.pdf>

Thanks to Bob Rich . . .

~~~~~  
. . . for announcing an update in the second edition of *The Frugal Editor* e-book in his *Bobbin Around* newsletter in which he always includes writing news: <http://bobrich18.wordpress.com/2014/10/02/bobbing-around-volume-14-number-5/#ANNOUNCEMENTS>

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

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

## Retreating to a Quiet Spot

~~~~~  
By Mindy Phillips Lawrence

Life often encroaches on our creative activities. Sometimes, the decision must be made whether to vacuum the floor or work on a chapter of our

book. As long as we are at home, laundry calls out and dishes beckon from the sink. Sometimes we need to get away.

I have a friend who is working on a book. She has family commitments and little time to work on her story. Her characters were demanding more attention. This week she loaded up her car and headed for a friend's place in Arkansas. There she will live in a trailer for three weeks in a rural area but with Internet connections and modern plumbing. She is holding up to reacquaint herself with her characters and try to pull fragments together into a whole. I've read some of those fragments and she's got something good going. By pulling away from her busy life for a while, she has given herself a chance to focus and get the better part of a manuscript together.

Writing is important—at least as important as sweeping. By pulling away to a quiet space, a writer can blossom. I plan on running away to the Writers' Colony at Dairy Hollow in Eureka Springs, Arkansas in November. It will only be for a weekend but it will reset my creative direction and get me motivated to press on with my work. If you have a place in your area, you might consider doing the same thing.

If you can, take the time to find a place where you can leave your daily life behind for a bit and work on your creative intentions. It will get you back in gear.

LINK

Writer's Colony at Dairy Hollow

www.Writerscolony.org

Writers' Retreats

www.writersretreat.com

Why You Need a Writer's Retreat

http://www.huffingtonpost.com/holly-robinson/writing-retreat_b_2566126.html

Creative Writing Center

<http://creativewritingcenter.com/writers-retreat>

Wellspring House

<http://www.wellspringhouse.net>

Artist or Writer Retreat – Santa Fe

<http://www.vrbo.com/228759>

Vermont Studio Center

<http://www.vermontstudiocenter.org>

Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on an e-book edition of the best of her Itty Bitty columns originally published in Carolyn Howard-Johnson's SharingwithWriters newsletter. Find her at www.mplcreative.com Subscribe to the newsletter and get a free e-book on wordtrippers at <http://howtodoitfrugally.com>.




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



Carolyn's Appearances and Teaching



 Carolyn Howard-Johnson will be a speaker at a one-day writing workshop and at the Southern Utah Book Expo in St. George, Utah, on October 25, 2014. It includes a one-day workshop, The Writer's Journey at Dixie State University and a dinner to benefit the St. George Children's Museum, held at the museum. I will be signing [The Frugal Book Promoter](#) and my poetry chapbooks at 11 am at the author event table. Updates to come. Learn more at <http://stgeorgebookfestival.org>

Supported by Utah Humanities Council. Virginia S. Grenier is director.



Oct. 20th Authorpalooza at B&N
Oct. 24th The Writer's Journey at Dixie State University. I'll be speaking at 1:15pm on clarifying the path to publication. Though the day-long workshop is free, one must RSVP to get a parking pass. We don't want you to get a ticket: <http://www.stgeorgebookfestival.org/dsu-writing-workshop.html>.

Oct. 24th Literacy Charity Dinner with Keynote Dean Hughes and Honorary Guest Mayor Jon Pike
Oct. 25th Book Expo at the St. George Children's Museum
Writing Contests and so much MORE!



📖.The next Digital Author Indie Publishing Conference will be held October 17 to 19th. I'll be speaking on "Digital Marketing Made Simple" and "Using Createspace as a one-stop shop for digital and paper."
Watch this space for more information.

The conference is at Los Angeles Valley College, 5800 Fulton Ave, Van Nuys CA 91401, (between Burbank and Oxnard Avenues). Register and get maps and directions at <http://www.wcwriters.com/maps/index.html> **Single**

Day and Full Weekend early registration discounts still available.
Contact: Tony or Lillian Todaro. Ph: 310.379.2650

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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. 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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**Questions that haunt me: WHAT DISEASE DID CURED HAM ACTUALLY HAVE?**

~Contributed by subscriber JM Sample

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**Essential Book and Record Keeping:**

This is the place to share with others and learn from others.



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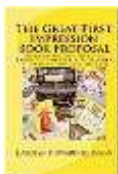
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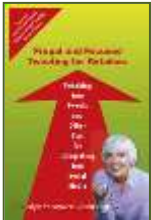
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*Your Blog, Your Business: A Retailer's Frugal Guide to Getting Customer Loyalty and Sales—Both In-Store and Online*

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**Carolyn's Fiction and Creative Nonfiction**

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

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

**Carolyn's Poetry**



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



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

Order e-book: <http://bit.ly/CherishedPulse>

In print to be used as a greeting card or booklet

<http://bit.ly/CherishedPulse>



*She Wore Emerald Then: Reflections on Motherhood, a chapbook of poetry. Coauthored with Magdalena Ball. To order paperback, Kindle, or e-book:*  
<http://bit.ly/MothersDayKind>



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



*Sublime Planet, a full book of poetry celebrating Earth Day. Coauthored with Magdalena Ball. Photography by Ann Howley. Proceeds go to the World Wildlife Fund. To order paperback or e-book:*  
<http://bit.ly/SublimePlanet>



*Tracings, a chapbook of poetry (Finishing Line Press)*  
<http://bit.ly/CarolynsTracings>

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<http://HowToDoItFrugally.com>

**For special help for fiction writers**

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<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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<http://twitter.com/frugalbookpromo>

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