

"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

Nov 12, 2014

Sharing with Writers Since 2003

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

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

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

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

This newsletter is powered by AuthorsDen.com.

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- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: **Whose Got Your Back?**

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~Wordstuff™ Fun with puns, metaphor, and other creative use of words.

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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:

So what am I doing posing as the Rocky Mountain Summit Potty Pin-Up when I should be writing? It's just here to show you that there are zillions of ways for us to sabotage our writing time and to rationalize when we do. My rationalization on this road trip? The trip was

inspirational even if I didn't write one single word! The picture is also here to remind you not to feel too guilty when you rationalize or procrastinate, too! Sometimes we just need some downtime.

Happy writing, marketing, and editing Carolyn

PS: Watch for my Noble (Not Nobel!) Prize at MyShelf.com in January. Choices for my prize were very limited this year so this comes as a reminder that if you write literary work, now might be the time to think about submitting it for 2015 consideration (to appear January of 2016). Go to MyShelf.com and click on the Back to Literature link. You'll find past year winners and guidelines in January archives.

PPS: Phyllis Zimbler Miller and I have a site that that will help fiction writers who think they can't market their books something. Find it at fictionmarketing.com. Read the chapter all the way through to get the promotion juices for fiction churning.

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

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Tip: If you need to post someone else's review of your book to Amazon, you can do it yourself using your Author Central account. Click on the *Editorial Reviews* tab. You can **Add** a review there. Thanks to Sarah E. Holroyd, <http://facebook.com/sarah.holroyd.editing> for this information

Tip: I use Reno Lovison for my retail book trailers and some other things on YouTube. Here is his little lesson on using video that is lots more frugal than paying for a Webinar 'cause it's free. <http://youtu.be/8CooFGR-1Ao>

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

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Accessible Contests

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Extended Deadline for SharingwithWriters Subscribers

Writer Advice, www.writeradvice.com, runs two contests a year and is looking for skilled reviewers year round. Click on <http://www.writeradvice.com/guidelines.html> to learn about the opportunities. If you missed the deadline for the Scintillating Starts Contest and have something ready to go TODAY, e-mail Lgood67334@comcast.net and ask the editor if there's a special way you can enter. Please tell her you learned about the opportunity from Carolyn Howard-Johnson.

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October Newsletter 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 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.



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Free Editing Help from Carolyn, Top Editors, and Greater Los Angeles Writers Society Nov. 15

A **FREE** Special Speaker Event

BEYOND THE FIRST DRAFT

How to Self-Edit Your Manuscript, and When to Hire a Professional Editor



**Christine
Van Zandt**



Kathy Ide



**Carolyn
Howard-Johnson**



Marcie Geffner



Marla Markman

Experienced writers know that the first draft of a any manuscript , whether novel, non-fiction or short story, is going to need revision, editing and polishing. To mold the work into the best possible shape for submission and publication may take several additional drafts, and for some, it may take *many* drafts. While aspiring writers often consider this part luck and part voodoo, there are definite steps and a proven process to achieve the best quality product.

Whether you're just starting, or are a seasoned pro, this is your opportunity to hear a panel of professional editors discuss the right way to hone your work by knowing what problem areas to look for, and how to fix them yourself. They will also discuss when is the right time to hire a professional editor, what to expect, and what it might cost to ready your work for publication.

Nov. 15th
Sat. 2:30

This FREE GLAWS Special Speaker Event is open to everyone, and will provide valuable knowledge on the craft and business of writing. Arrive early to network with other writers and industry professionals, and learn more about other GLAWS programs of benefit to writers. No matter what you are writing you must attend this important Special Speaker Event. Learn more at: www.glaws.org/sse/2014/11

**All Writers
Admitted FREE!**

The Greater Los Angeles Writers Society TM is a 501(c) non-profit educational and social association that provides a forum for writers of all disciplines and levels to develop their craft and stay current with issues in the business of writing.

This is accomplished through monthly meetings, Special Speaker Events, discussion forums, genre-specific critique groups, special authors and educators appearances, writers workshops, conferences, and other events available to educate and mentor writers of all levels.

GLAWS™ meetings and special events are a great venue to meet other writers to expand your expertise and platform as an author.



**THE GREATER LOS ANGELES
WRITERS SOCIETY**

WRITERS MENTORING WRITERS OF ALL DISCIPLINES

Learn more about the society
and other events at:

www.glaws.org



I love grammar guru June Casagrande's new book [The best punctuation book, period.](#) (<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 those 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.



Tip: By now you know that I consider a complete e-mail signature on every e-mail that goes out a service to your e-mail correspondents, but I received one with a new twist from author Linda Ballou. Notice the tagline in bold! And it works for both her day job and her novel! Here it is!

Linda Ballou
Referrals Make My Days
 Rodeo Realty
www.LindaBallou.com
 DRE#00365085
 818-378-4417



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: I just added a new resource for getting reviews to the page on my Web site dedicated to review information—this one for books related to celebrities, Hollywood, or the film industry. Find it and lots of other review leads at http://howtodoitfrugally.com/reviews_and_review_journals.htm.

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

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Tip From Amazon: "When you are adding or editing the description of your book to your Amazon product detail page (your buy page), you can use HTML tags to format it. You'll be able to arrange the paragraphs, headings, lists, spacing, and text options (bold, italic, underlined) by using the different tags Kindle Digital Printing supports. To check the list of tags that Kindle supports and find more information about formatting your description, visit the KDP Help pages." [Learn more](#)

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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:

Take Carolyn's Sell-Your-Book Expertise Quiz

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Here's a quiz I'm using to promote the new edition of the *The Frugal Editor* (<http://bit.ly/FrugalEditorKind>), 2nd in the HowToDoItFrugally Series of books for writers after the award-winning *The Frugal Book Promoter* (<http://bit.ly/FrugalBookPromo>). *The Frugal Editor* is a must for writers and includes lots of good stuff important for any writer to know. You can use it to promote your book, too. And it works for fiction. I used a similar quiz when I was promoting my first novel, *This Is the Place*.

**Check Your Sell-Your-Book Expertise with Carolyn's Quiz**

Every writer should know the answer to these or know how to find out:

1. What is the one rule expoused by most agents and publishers that I can break in order to sell my book faster?
2. How can a style sheet help me edit my book myself or work better with my editor?

3. Why do *I* need to know about indexing? My publisher will take care of that, right?
4. How can I corral Word's Spell Checker to help rather than hinder my editing process?
5. Why is editing important to getting a publisher or an agent when my publisher's editor will edit my book anyway?
6. Why would most gatekeepers prefer a query letter rather than a cover letter?
7. Why should I avoid using italics for internal dialogue? How do you avoid using them for internal dialogue?
8. What perfectly natural and grammar-perfect information should I avoid telling an agent?
9. How can I turn ugly adverbs into image-laden metaphors?
10. How can I purge my copy of passive constructions using a computer?
11. How can code words in my document help avoid humiliation?
12. How do I avoid superfluous quotation marks that annoy agents and editors?

If you don't know the answers to most of these 12 questions without peeking you are sure to benefit from the newly released second edition of [The Frugal Editor](#). It has already received a nod from Dan Poynter's Global E-book awards and rocketed to the Amazon's Top Ten list in the editing category. I'm working on updating the paperback, too.

**Winner of USA Book News Best Professional Book**  
**\*Winner of Book Publicists of Southern California's Irwin Award**

Take this test and send me your answers. If you get eight of ten right, I'll send you a free e-copy of the second edition of *The Frugal Editor*. If you just participate and don't get any of the answers right, I'll send you a free e-copy of *The Great First Impression Book Proposal*. Don't worry, I'm an easy and uncritical grader. (-: TYPE CAROLYN'S CHECKLIST INTO THE SUBJECT LINE AND SEND YOUR ENTRY TO [HOJONEWS@AOL.COM](mailto:HOJONEWS@AOL.COM).

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

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**Tip:** Amazon has a new widget that cues readers that a Kindle book isn't just for Kindle readers. It appears on e-book buy pages. I've been talking about Kindle as a one-stop publishing place for e-book a long time now, but Amazon just got around to putting the necessary information up front and

smack where readers will get the message before they click to buy an e-book. It reads:

### Free Kindle Reading App

That means anybody with a computer *or* a reader can read Kindle books—even if they don't have a Kindle device with the FREE Kindle app for smartphones, tablets, and computers.

To get the free app, enter your email address or mobile phone number in the window where it asks for your e-mail and click!

If this widget doesn't appear on your Amazon buy page, why not gently prod Amazon to get with it and add it to your page.



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 your 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>.



## 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.

I received a media release of a different breed—sort of a cross between a sell sheet and a release. Those of you have racked up honors for your book may want to emulate it. It is from longtime SharingwithWriters subscriber and publisher at Red Engine Press, Joyce Faulkner:

Joyce Faulkner  
Author, Speaker, Storyteller  
Book Designer, Graphic Designer, Ghostwriter

Recipient of the 2014 Military Writers Society of  
America President's Award

FINALIST 2013 MILITARY WRITERS SOCIETY  
OF AMERICA AUTHOR OF THE YEAR!

FUN DAYS IN PITTSBURGH received the  
MWSA 2014 Silver Award in the Children's  
Category.

Author of:

Windshift - [Hard Cover](#), [Trade Paperback](#),  
[Kindle](#), [iBook](#)

USERNAME - [Trade Paperback](#), [Kindle](#), [Audio  
Book](#)

Chance - [Trade paperback](#), [Kindle](#)

In the Shadow of Suribachi (GOLD MEDAL for  
Historical Fiction MWSA 2006) - [Hard Cover](#),  
[Trade Paperback](#), [Kindle](#)

For Shrieking Out Loud - [Hard Cover](#), [Trade  
Paperback](#), [Kindle](#)

Losing Patience - [Trade Paperback](#), [Kindle](#),  
[iBook](#)

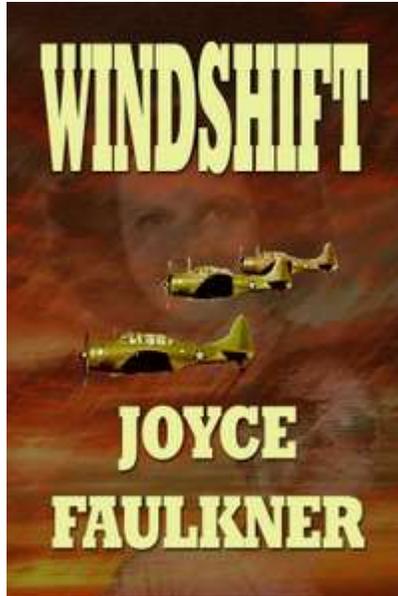
Coauthor of Sunchon Tunnel Massacre  
Survivors - Gold Medal History from Branson  
Stars and Flags

Coauthor of Fun Days in South Padre Island  
Coauthor of Fun Days in Pittsburgh

Former President  
Military Writers Society of America  
[www.militarywriters.com](http://www.militarywriters.com)

Advisory Board  
Talancea Corporation (<http://www.talancea.com>)  
is a Search Firm automating the recruiting  
process using Artificial Intelligence and Natural  
Language Processing.

[Check out Tweet Adder](#)



WINDSHIFT is A WINNER of Carolyn  
Howard-Johnson's Noble (Not Nobel) PRIZE  
for 2014

SILVER MEDAL 2013 Global eBook Awards  
in Historical Literature: 1940-NOW for  
"Windshift"

SILVER MEDAL 2013 Branson Stars and  
Flags in Historical Fiction: War Specific for  
"Windshift"

Military Writers Society of America 2013  
SILVER MEDAL for an Audio Book for  
"USERNAME"

GOLD MEDAL Military Writers Society of  
America Historical Fiction 2006 for "In the  
Shadow of Suribachi"

Contact me at:  
[joycefaulkner@gmail.com](mailto:joycefaulkner@gmail.com)  
412.496.5034

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



**A Little Human Interest Story from Jim Cox:** When I was fourteen, I started smoking Lucky Strikes. Back then, a pack of smokes costs 25 cents. A new paperback novel also cost 25 cents. One day I had a quarter in my pocket and went to buy a pack of smokes. But when I got to the store that sold them to me (and other underage folk), I spotted a new science fiction novel by a favorite author of mine (Poul Anderson). So instead of buying cigarettes with my quarter I bought the paperback novel - and never smoked again. ~ From Jim Cox, author advocate and owner of Midwest Book Review, a review site that doesn't judge a book by the press it's printed on.

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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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**My Best NEW Promotional Idea of 2014**

**Publishing/Marketing Partnership Tip**

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How can you sell more books—any book, fiction or nonfiction—without doing all the heavy lifting yourself? Partner with an author who writes in your genre or on your topic. Here's how: Include the first one to three chapters of their book in the back of your book and they do the same for you. You've automatically reached your target audience and gotten what amounts to an endorsement from a fellow author. After you've done the original planning (finding a reliable partner and adding one another's material to your self-published book), the rewards keep coming in effortlessly!

Here are suggestions for making this cross-promotion work well:

1. Choose an author who writes in your genre or on a similar nonfiction topic, though the topic could be broad like politics.
2. Choose an author whose work you admire and who admires your work as well.
3. Plan well ahead and agree on the parameters of the agreement. Will you include an introduction (a kind of recommendation) before the chapters? How will you do it? With just a title like "Recommended Reading for Those Who Love Horror," or with a personal introduction about your partner and why you like his or her work. How many

words or pages of your partner’s work will you include in your book? (Be careful not to let the number of your author’s pages push you into another level where your book will cost more to print!)

4. If the number of pages is problematic, do it only in the e-book version of your book.
5. As an alternative, partner on a promotional e-book that you promote and give away free. You could use many more than two authors for this idea and agree on how many e-books and how much marketing each author must contribute to be included. Call it a “Free Sampler for Future Reading on the State of American Politics” or something else that matches your needs.
6. If you choose to do this, let me know about it. Send me an e-copy. I’ll use your note and links to the free book in the Letters-to-the-Editor section of this newsletter.



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 an 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>.



Q&A a la Ann Landers

When Trusted Names in the Industry Can Be Dangerous to Your Career



QUESTION FROM AN AUTHORU.COM FORUM:

A new author laments that she got scammed by a well-known publisher associated with big five traditional publish. Because of that association, she assumed she could trust them and assumed she would be getting the same kind of service/publishing as if she published traditionally with the big name. She cries out “Do authors really need publishers like this?”

MY ANSWER:

No we don't need publishers "like" the ones you listed. But we still need SOME partner publishers or POD publishers. They are sometimes called vanity publisher, a term I avoid because discrimination in the past has tarnished that term. There is nothing wrong with a little vanity.

We need these *independent* publishers for SOME books and for SOME authors. Your lament is the reason I wish (unselfishly, I promise!) I could get more new authors to read [The Frugal Book Promoter](#) and lots of other books on publishing I recommend in the appendix. There are so many factors that go into choosing a publisher not least of which are:

1. Book bigotry
2. The author's pocketbook
3. The author's personality (willingness to market, ability to market)
4. The author's time limitations
5. The GENRE/TITLE being published.

Once decided, the answer is still not just "what publisher?" Because even good traditional publishers need the author to market his or her own book. The first question to ask is "Do I really want to be an author?" And the second, after saying "Yes," is "Am I willing to give it everything it takes to have a successful writing career (or at least a successful book)?" That, of course, includes what even the big New York publishers do—the marketing of the book. It's part of the publishing process. If a publisher doesn't do that, they aren't true publishers.

In *The Frugal Book Promoter* I suggest avoiding publishers that are immediately identified as what used to be called "vanity" publishers. They often don't do a good job of editing and no job of marketing unless you pay extra for their overpriced "packages." But here is the main reason I don't recommend them: There is still too much book bigotry out there and they are those big pay-for publishers are easily identified. I believe authors do better with independent publishers that don't screech their inadequacies with their easily recognized brand names. There are many *partner publishers* out there to choose from. And authors who self-publish can sure hire people to do specific things they can't do or can't do well (like formatting and designing covers). No author need be an island unless he or she wants to be and is willing to take that uphill climb to do it.

Here's the link to that AuthorU conversation:

https://www.linkedin.com/groups/Do-we-need-Publishers-like-2603729.S.5883641556354748417?view=&item=5883641556354748417&type=member&gid=2603729&trk=eml-b2_anet_digest-null-5-null&fromEmail=fromEmail&ut=3m_7sD0zzaN6g1

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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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Opportunities

New Affordable Care Benefit Offered by IBPA



IBPA is proud to introduce benefits much like those that are enjoyed by employees of the largest corporations to their members including Affordable Care Benefits information. Visit worldclassbenefits.com/ibpa for more information.

[The Affordable Care Act & Its Impact on IBPA Members: The Good, the Bad, and the Ugly](#)

The End Is a Helpful Freebie Offered by My Fellow North Street Book Prize Cosponsor BookBaby.com



Because “The End” is just the beginning

“If you’ve just completed writing your book—or you’re about to—this is the guide for you. It outlines a simple 6-week strategy to help you create a book that will catch readers’ attention, get reviewers talking, and take you to the next level in your writing career.”

In this guide, you’ll learn:

- How to tell when your manuscript is ready for editing
- Why editing is essential
- Publishing options
- Book marketing
- Creating an eye-catching cover
- eBook formatting and conversion basics

To get it go to <http://bit.ly/1tTvA2e>.

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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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In the News: Talk about news you can use! If you write Young Adult fiction, you might try to get your local indie bookstore to emulate my local Flintridge Bookstore and Coffeehouse. They are hosting a book club for adults who enjoy works like Suzanne Collins' *The Hunger Games* or John Green's *A Fault in Our Stars*. I remember that as an adult in the 70s I learned from and loved YA novels that dealt with subjects deemed unacceptable for the young back then. Parents didn't talk about these important topics, but the best YA novels did. They still do.

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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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Tip: In [The Frugal Book Promoter](#) I give readers ways to use social networking to market and keep the time spent on their promoting to a minimum. One of those ideas is to keep processes simple. To do that choose a few sites you love to work with (maybe two or three). I like Facebook, LinkedIn, Twitter, and Pinterest (and Goodreads for fiction and poetry). On the others, you just install creative and complete profiles, making sure they include links to your blogs, Web site, and other social networks. That gives you exposure but you can pretty much ignore everything else.

Tip: If you're curious about Kindle's free book promotion benefits offered to those using Amazon's KDP Select program, you'll love [Dan Poynter's KDP Select Navigating Kindle's Freebie Day](#). The e-book is only \$4.99.

Tip: It is not true that that you have to give Amazon an exclusive for your e-book in order to publish with Kindle. What is true: You must give them an

e-book exclusive for a limited time (90 days) that to take advantage of the promotions offered by their KDP Select program that.

Tip: Scott Lorenz examines why the ice-bucket challenge was such a successful marketing campaign for Alzheimers:
<http://thebookpublicist.wordpress.com/2014/08/22/what-can-authors-learn-from-the-als-ice-bucket-challenge/>

He might give you ideas for trying something brave and new—and silly?

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Here's a late November promo opportunity: It's not too late to put 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 or e-mail author Valerie Allen (VAllenWriter@cs.com) and tell her I sent you.

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So What Have You Done in 2014 for Your Industry, for Your Career

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This is a reminder that your marketing campaign will be more successful, for you, your book, your industry, and maybe the world if you don't make it all about selling your book. Pitch in to help other authors. Share what you know. Align yourself with a charity. Partner with fellow professionals for double the power, double the reach.

In the picture (left), I am with Molly Farragher at the recent Greater Los Angeles Writers Society Digital Writing Conference. She is new with IBPA (Independent Book Publishers of America), an organization that understands networking within their own ranks is essential.

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Subscribers who have websites or newsletters of their own may be interested

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

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## On Poetry

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

Weird Little Things You Can Do With Poems (-:

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This is a lesson in supporting authors done with a little instructional poem (written with a nod to the nursery rhyme form that begin with "This is..." like "This is the house that Jack built.")

### Celebrating an Event

This is Linda Ballou (the author in the middle, I met years ago at a presentation) who. . .

Invited me to come along and taste the champagne and share our books . . . Because she was also friends with Diann Adamson, (an author who is launching a new mystery series) . . .

Who was staging her launch at the adorable new Flintridge Bookstores and Coffeehouse not too far from where I live. . .

Just like Cisco (you've seen the ads on TV), we authors can be the interconnectivity of everything!

So, my question this month is merely, how can we poets—and writers of every ilk—help each other?

And my motto this month is, "Show up."

## Featuring Poetry for Christmas

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Have you offered one of your holiday poems to a blogger who is sure to be looking for seasonal content? Joy V. Smith featured Christmas poems from *Blooming Red* (<http://bit.ly/BloomingRed>) in the Celebration Series by Magdalena Ball and me. See how she did it on her blog at <http://www.sculptingtheheart.blogspot.com/2014/11/the-psyche-of-poet.html>. I think you'll enjoy the humor in "Christmas Magic Wrought by Google's Keyword Elves." Thank you, Joy!

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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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Tip: Many self-publishers don't know what an LCNN is. Not all need to know. But if you are publishing more than 2,000 copies using an offset press (regular old-fashioned printing), you should go after one and list it on your sell sheet and on the copyright page of your book. Learn more at <http://www.loc.gov/publish/pcn/> and click on open an account. You might want to apply even if your book doesn't meet the parameters above, especially if you plan to go after bookstore shelf space.

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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: Michael Riley, sales director for Independent Publishers Group, says that if you're aiming for sales in gift stores, consider smaller formats because retailers other than bookstores "don't put one or two copies of a title spine out on a shelf; they put a stack face-up on a table." Or use the idea I used to sell my novel to airport gift stores. That is, use cardboard point of sale displays with heads as part of your marketing plan. Offer the display when the buyer orders just enough to fill the displayer—about a dozen. That displayer almost always *does* go near the cash register.

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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

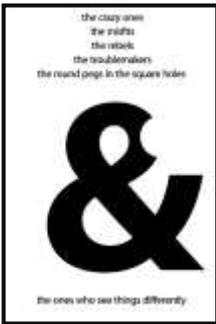
These are, indeed, thank yous but it occurs to me that many Sharing with Writers readers are not using them as resources. Often the blogs, newsletters, Web sites, and other entities mentioned are perfect vehicles for exposing your books to new readers. It is up to you to click or copy and paste to see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

Thanks to Dan Poynter. . .

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. . . for quoting me in his newsletter. You can partake of that infinite wisdom and find links to subscribe to Dan’s newsletter by opening the letter in pdf using this link: <http://parapub.com/files/newsletter/PP-15%20OCT%2014.pdf>

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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 of 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.

If you admire Steve Jobs or Disney, go to the site and read Chaz’s inspiration for this homage to them.

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

## Whose Got Your Back?

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By Mindy Phillips Lawrence

Hemingway stood when he wrote but he was the exception rather than the rule. Most writers sit. Because we spend hours in a chair hammering away at our precious stories, our backs sometimes complain. We get Writers Back.

Not only is writers back uncomfortable, sitting for long periods is a hazard to your health. Sitting allows blood to gather in your legs and causes stress not only to the back but also to the neck area. It increases pressure on your entire body structure.

Here are a few suggestion to keep that back in shape while you write:

- Take stretch breaks
- Find the proper chair
- Do chair yoga
- Write standing like Papa Hemingway for part of your writing time
- Walk

You will find links below to keep your back healthy while your work. There's even a link on how to choose the correct chair.

Be safe. Write well.

Links

Chronic Pain and the Writer's Life, Some Remedies

<http://janefriedman.com/2013/08/20/back-pain-writing/>

6 Overlooked Remedies for Lower Back Relief

<http://www.spine-health.com/blog/6-overlooked-remedies-lower-back-pain-relief>

Office Chair: How to Reduce Back Pain

<http://www.spine-health.com/wellness/ergonomics/office-chair-how-reduce-back-pain>

Why is Sitting in a Chair for Long Periods Bad for your Back?

<http://health.howstuffworks.com/diseases-conditions/pain/back/sitting-bad-for-your-back.htm>

How to Treat your Body During and After Prolonged Sitting #4

<http://www.youtube.com/watch?v=6bDxMUQDCfg>

Chair Yoga

http://www.sparkpeople.com/resource/fitness_articles.asp?id=1822

Too Much Sitting

<http://mashable.com/2012/06/18/too-much-sitting/>

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

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

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A Bit of Humor: I love it when *Peanuts* cartoons return to humor for authors: Charlie delivers huge bowl of dog food to Snoopy. Snoopy gives it the eye. Next shot: Snoopy ceremoniously carries dog food back to Charlie with a note sticking out of it. Charlie reads note that says "We thank you for submitting your material. . . however we regret that it does not suit our present needs."

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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 sries at www.howtodoitfrugally.com/retailers_books.htm

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Carolyn's Appearances and Teaching

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NEW! 📖 Carolyn Howard-Johnson will share the podium at the Dec. 10 BPSC (Book Publicists of Southern California) with Robin Quinn and Melinda Sue Norin. We'll give you good tips, strategies, and hopes for 2015. Reserve space for an always-great dinner a la Sportsmen's Lodge best

(\$37.50 for nonmembers, \$35 for members) or just the program (\$10.00—no dinner but still great for writers!) with IrwinZuckerPr@aol.com.

NEW! FREE! 📖 I will be on a panel of editors when The Greater Los Angeles Writers Society presents "How to Edit Your Manuscript and When to Hire a Professional Editor." It's free at the Palms Rancho Park Library, 2910 Overland Ave, Los Angeles, CA, 90064 in the Ray Bradbury room. Learn more at <http://glaws.org/sse/2014/11>. Also watch for Tony Tondaro's next conference (see banner below).



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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:** WHY DO YOU HAVE TO "PUT YOUR TWO CENTS IN"... BUT IT'S ONLY A "PENNY FOR YOUR THOUGHTS"? WHERE'S THAT EXTRA PENNY GOING TO? ~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.

Although I do attempt to verify information used within this newsletter's pages, *Sharing with Writers* does not guarantee entities or information. Subscribers should research resources.

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

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\_with "Unsubscribe" in the subject line, but please, please don't tell me you've given up writing or promoting! It makes me sad.

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*Frugal Book Promoter: How to Do What Your Publisher Won't*

Order paperback or e-book:

<http://bit.ly/FrugalBookPromo>



*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*

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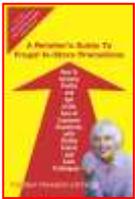
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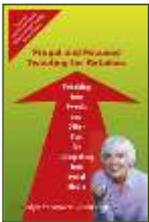


*Great Little Last-Minute Editing Tips for Writers: The Ultimate Frugal Booklet for Avoiding Word Trippers and Crafting Gatekeeper-Perfect Copy*  
For Paperback or e-book: <http://bit.ly/Last-MinuteEditing>

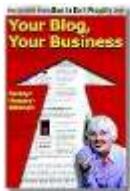
### **The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)**



*A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques*  
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### **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:*  
<http://bit.ly/Imagining>



*Deeper into the Pond: A Celebration of Femininity, Co-Authored with Magdalena Ball. Artwork by Jacquie Schmall To order as an e-book or paperback:*  
<http://bit.ly/DeeperPond>

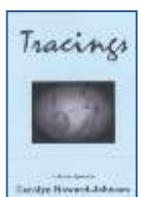


*Blooming Red: Christmas Poetry for the Rational Coauthored with Magdalena Ball. Artwork by Vicki Thomas USA Book News finalist, Silver Award from Military Writers' Society of America To order e-book or paperback:*  
<http://bit.ly/BloomingRed>

*Part of the Celebration Series by Carolyn Howard-Johnson and Magdalena Ball, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the typical greeting card and is available in quantity discounts to use as a holiday greeting by contacting the authors at HoJoNews@aol.com.*



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



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

## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

### Blogs:

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

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

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

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

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

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

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