

"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

November 30, 2013

Sharing with Writers Since 2003

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

www.howtodoitfrugally.com

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 ~ mplcreative1@aol.com ~ <http://mplcreative.webs.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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~Wordstuff™

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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

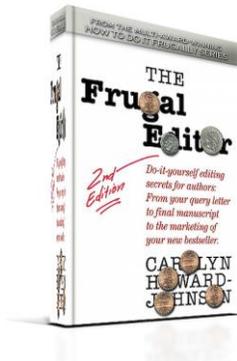
Get your cover images on Pinterest; you pin one of my book cover images and I'll pin yours: <http://Pinterest.com/chowardjohnson>

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

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Note from Carolyn

Dear Subscribers:



We are not islands. We all need a little help from our friends. So this will be a short message stressing the importance of gratitude in your marketing. Most of you remember that I make a big point of writing thank yous—in [The Frugal Book Promoter](#) and include a lot of them in this newsletter, too—usually with lots of links so you can use others' successes as resources.

Well, today I needed to do more because the Second Edition of *The Frugal Editor* will be soon be release—at least the Kindle edition will be. It may take me some time to get it reformatted for the new paperback edition. But here is a peek at the new cover with huge thanks to [Chaz DeSimone](#) for the cover art (and the great frugal font and logos!) and to Gene Cartwright of [iFOGO](#) for making into a 3 dimension for me. (See Gene’s 3D offer below.)



Joy, Happy Writing, Editing, and Promoting!

Carolyn

PS: Gene Cartwright will give you a special little *Frugal Book Promoter* discount if you want him to make a 3D image of your cover for you. Just give him this discount code **15TFE2**. Find the page for ordering at: <http://ifogo.com/3D/>

PPS: MY Blue Shield TV ad was released. It will run only in California but here is a peak at it for subscribers who live outside the Golden State:



If you’re interested in some of my other acting go to <http://howtodoitfrugally.com/speaking & judging1.htm>.

PPPS: Don’t miss Mindy Lawrence’s Itty Bitty column today—a goodbye to Doris Lessing. Just scroll.

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

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Carolyn,

About the problems you've been having with Wordpress: When the spam count on my wordpress site reached the 75,000 mark I decided that I'd had enough. I was already spending too much time on all the social media sites and having to monitor this ever-increasing problem was just more than I cared to deal with. I decided to nip those little auto-bots right in the bud and I turned comments off on my blog. So, no more spam problem. But then, what to do about the people who want to leave comments? The solution—the social media sites! I put the following paragraph at the end of my blog posts:

"As previously announced, comments are no longer able to be posted here, but your comments are welcome on my Facebook author page at <http://ow.ly/39ht0> or send them to me on twitter at <https://twitter.com/gildaevans> , @gildaevans. If any of the links don't work when you hover over them, please copy and paste them into your browser window."

Well, guess what? People actually left comments on Facebook and Twitter! I discovered that those who regularly peruse the blogs and social sites and want to comment don't mind an extra click to say something. And those who never comment or don't actually read the whole post wouldn't anyway. So, not much really changed . . . except my spam issue! One extra tip—it helps to create an "event" on Facebook to have an additional forum for people to go to if they wish to post a comment (I direct them to my author page but some prefer to go to the event page for some reason). Yes, it's a pain clicking through all your friends to send the invitations to the event (when will FB fix that?) but it is often worthwhile.

If you'd like to check out my blog, please visit me at  
[www.gildaevans.com](http://www.gildaevans.com)

All the best,  
Gilda

Author/Speaker/Blogger

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

on Facebook <http://ow.ly/39ht0>

on Twitter <https://twitter.com/gildaevans>

on Pinterest <http://www.pinterest.com/gildaevans>

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Endorsement: “Your book is a tremendous help to me as a first time published author, and the discount for Display Stands 4 You in the back of the new edition was very nice too.”

~Ginger K. King, cookbook author, blogs at <https://corkandforkblog.wordpress.com/>

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**In the News:** You can now schedule your Twitter posts in advance to make marketing your books easier. The rollout comes just ahead of a very public offering of Twitter’s stock—possibly to remind folks that Twitter is determined to make it easier for advertisers to use its platform. I see many giving up use of free sites like Social Oomph that allowed us to do the same thing. I used it to space tweets with quotes and tips from my *Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>) and my *Frugal Editor* (<http://budurl.com/TheFrugalEditor>) about a month apart, but also to space favorite posts on the subjects most needed by authors on my SharingwithWriters blog (<http://SharingwithWriters.blogspot.com>).

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

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## Accessible Contests

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Find a whole page of accessible contests in the writers' resource pages of my Web site, <http://howtodoitfrugally.com/contests.htm>.

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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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Tip of the Week: You can follow some of my favorite word trippers (and some of the clichés, wordy phrases, and other pet peeves) on my *The Frugal, Smart, and Tuned-In Editor* blog. The most recent post is a rarely seen tripper I bet you *don't* know: <http://thefrugaleditor.blogspot.com/2013/10/bet-your-fourth-grade-teacher-didnt.html>

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

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Supporting Writers

Help Me Pass It Forward

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I picked up a little freebie newspaper today called *Voice of the Village* and found that they support young people interested in writing and journalism. As I understand it, *Voice of the Village* is funded by a nonprofit community fund (501c3) that supports

student organizations at the community's local high school with matching grants, pays for the printing of their school newspapers, and encourages students to write for *Voice of the Village*. 10,000 copies are delivered to more than 200 locations in their community in California.

I remember how I loved my little high school newspaper (and the boys who were on the staff! Ahem!) and how I appreciated opportunities that awarded youth for achievements in general but especially writing. I always felt that the young lived Catch-22 lives—they wanted to work but needed experience to get a job, but couldn't get experience until someone would give them a job. No, it didn't make sense to me either!

It occurred to me that my SharingwithWriters subscribers might fund a 501c3 like this to support writers. Or start a blog featuring work/essays/opinions from young writers. And *then* it occurred to me that I could give over at least one blog day a month on my SharingwithWriters blog (<http://SharinwithWriters.blogspot.com>) where I could feature similar material. Of course, I'd need *you* to let young people in your families or communities know about the opportunity.

I notice that the editors at Voice of the Village "reserve the right to edit articles and/or not to publish them." I guess that would be part of the learning curve for young people. That life (and writing) is never that easy. But it seems even those who don't make the cut for publishing could be given a certificate honoring their participation.

So, are you in? Any ideas? E-mail me at [hojoneews@aol.com](mailto:hojoneews@aol.com). And if you decide to start something on the Net or in your community let *me* know and I'll help *you* pass it forward. Yay!

Oh! And congratulations to the young writers featured in the issue I picked up: Juan Godinez, student writer, and Eric Owens, Youth News/School Columnist.

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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."

## Earth Day Book Nominated for USA Book News Award

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Sublime Planet: A Celebration of Earth and Universe by Carolyn Howard-Johnson and Magdalena Ball was named finalist for USA Book News Award. Part of the benefits of nomination is a five-month listing at <http://www.usabooknews.com/poet.html>. Winners (thank you Jeff Keene!) are listed an additional ten months.

Biography of Black-Listed Patriot Released

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Alvin J. Harris's long awaited book is available at Amazon.com. It is the story of the author's brother, Dr. Jack Harris, who survived life-threatening ordeals while serving as a spy in the OSS during WWII. After the war he struggled to keep African nations together as a senior officer in the United Nations.

After years of devotion to his country and the U.N., he was falsely accused of being a communist. Deprived of his ability to teach or resume his station in the U.N., he became a pioneer in the industrial and cultural development of Costa Rica.

Jack S. Harris led a life of almost unbelievable adventure, both romantic and terrifying. Reports from early reviewers of the book have been glowing...a must read.

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

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**Tip:** Thanks to Amazon guru Aaron Shepherd for this tip: When a bookstore or library tries to order your book from B&T's (Baker & Taylor) catalog, it may not be visible, but that doesn't mean it is unavailable. B&T does special orders for libraries all the time. If they can locate a supplier, they'll order it. (Not to mention that

libraries are not restricted to ordering from B&T.)

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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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**Featurette**

**Suspicious About Royalties . . .**

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It is my opinion that many new authors are way too suspicious about the royalties they're being paid—regardless of whether they are self-published with a company like Lulu or published with a big New York press. I figure they're expending their stress quotient and their time on something that is—for the most part—out of their control. And probably has no basis in reality. I mean, maybe they expected big royalty checks to come rolling in. We can all hope, but hope needs to be tempered with an occasional reality check.

Having said that, I also think that being careful when there is something that can be done about it can't hurt. Here is a company that does audits. They appear to charge a fee, so it isn't likely it would benefit you to use them unless you *realistically* think your publisher has made a mistake big enough to at least cover the audit fee. Here is the link, and, no, I haven't tried them:

<http://royaltycouncil.com/royalty-audits/>

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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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Editing Tip: My new most unfavorite phrase in the passive voice lexicon (along with a mini rant) is in my editing blog: <http://thefrugaleditor.blogspot.com/2013/10/new-passive-voice-pet-peeve.html> Yes, you want to avoid this passive phrase—or have access to this construction if you ever need to lampoon the pharmaceutical industry!

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

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Tip: One of the things I look for before I submit my work for an award I'm unfamiliar with is added value. That value can be as ephemeral as name recognition or as tangible as help with marketing (like the help Dan Poynter's Global Ebook Awards gives their nominees). I don't like it when awards don't supply at least a few stickers/labels for books to winners. It's not a make or break deal for me but one of those things that indicates their caring (hospitality)—and maybe lack of greed. When choosing small literary contests for short stories or poetry, I look for a free subscription to the journal for a year which benefits everyone—journal and author. The journal gets wider distribution. The author gets resource material that may give the author a better handle on how to win next time around (and maybe on learning better technique). When literary journals give free copies to contest entrants it ups their distribution stats and a free journal definitely provides some inspiration for writers.

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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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PINTEREST TIP: Did you know that when you sign up for Pinterest your Facebook pals get notified? It's a good idea for authors to do more than just sign up when they first start their Pinterest membership. Take the time to post at least one board—preferably one about your book. Then peeps like me can pin your book cover image (or some other thing) to our boards when we get

notified that you are now among the legions of authors on Pinterest. If there is no board there after we've been notified, there is nothing we can do to help you promote on Pinterest. I'm at <http://Pinterest.com/chowardjohnson> and my boards will show you how to get started with book-related boards mixed with boards that help brand you as a real person. When you pin my book cover—any of my book covers—I'll pin yours.

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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 . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just ask. HoJoNews@aol.com.

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On Poetry

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

## Teresa Morrow's Inspiration Nations Talks Poetry

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Teresa and I talk some ideas for marketing poetry on her Blog Talk Radio (She's a poet, too.) Teresa wrote: "Had a lovely conversation with [Carolyn Howard-Johnson](#) tonight---she gave some great tips & thoughts on poetry, promotion, writing and editing...in case you missed it

<http://www.blogtalkradio.com/creatingcalmnetwork3/2013/11/01/inspiration-nation--interview-with-carolyn-howard-johnson>

Sublime Planet Named Finalist by USA Book News

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I'm proud to announce that Magdalena Ball's and my poetry book celebrating the environment and universe was named a finalist by US Book News. Not only am I bragging, but I want you to have the link for next year's awards for your book.

<http://www.usabooknews.com/2013awardannouncement.html>.

Look under poetry/inspirational for our [Sublime Planet](#).

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



**Amazon Update:** When Amazon announced that it was ridding itself of its "Product Images from Customers" feature where you get to post images related to your book, I was disappointed. I used it to post the images of awards for my books, images of the covers of my other books, images of people who helped me with my books like my cover designer, Chaz DeSimone (<http://desimonedesign.com>). Now it appears that they only moved this benefit for authors to another place on the author's buy page. I found mine at <http://budurl.com/FrugalBkPromo> on the far right just above the section where they post reviews. Now we can still use this feature to make our books stand out.



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/>



### **Christmas Presents to Authors from Museums**

## **Fine Artwork Images for Your Book Cover Work and Now They're Free**



One of my favorite museums in the world is the Getty Villa in Malibu, California. Naturally I'm a member and here's a scoop authors can use directly from their magazine *The Getty*. They have about 4,600 high resolution images of the museum's collection on their Web site free to "use, modify, and publish for any purpose." They say these are high-resolution, reproduction-quality images

with embedded metadata [which obviously allows people to trace the images back to The Getty when they are published on the Web], some over one hundred megabytes [which would make them great for printing fine art posters!]. They say, "...we'll ask for a very brief description of how you're planning to use the image. We hope to learn that the images will serve a broad range of needs and projects."

I might remind you that studies of images of great art have shown themselves to be extremely successful sales tools on book covers. I'm going to send this article to the cover designer for second edition of [The Frugal Book Promoter](#) and the soon-to-be second edition of [The Frugal Editor](#) to my talented cover designer Chaz DeSimone (<http://desimonedesign.com>). I have to tell you that Getty's magazine is prettier, more exotic, more compelling than some known for their images like *National Geographic*. It's all about the visual.

The Getty Foundation is unusual in that it is one the best funded museums in the world and that it is "founded on the conviction that . . . sharing our digital resources is the natural extension of that belief." They call it an "educational imperative" to "tell stories." Yes, I'm in love with them.

They also share this information: "Other organizations that have powerful open access to collections and research include Walters Art Museum, the National Gallery of Art, Yale University, Los Angeles County Museum of Art, and Harvard University."

I'll bet if you put your thinking cap on, you might find an art image that works for your book—even if at first you think the idea of fine art is not quite right for it.

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

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**Dialogue Tip:** The *LA Times* reports that researchers have found that when we say “Huh?” we do just what people in every language in the world do. Their “huh?” may not sound exactly like the odd little grunt English speakers use, but similar. They are single syllables with a vowel sound and often they have a glottal stop. They call such utterances the “glue that holds a broken conversation together.” I thought you should know about it, because it is so pervasive, yet we rarely see it in dialogue. Wouldn’t using it here and there make dialogue seem more natural—or at least serve a useful (and natural) purpose when a character doesn’t get it?

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Yes, I do consult. I tailor my fees to your needs—everything from coaching to full edits (sorry no partial edits) to hourly consultations to help you with your marketing campaign or your path to publishing. <http://budurl.com/carolynsconsulting>  
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**Definitions:** True POD is merely a book that is printed after the order is received. In an article in IBPA’s print magazine, Linda Carlson reminds us that *drop shipped* means that after the book is Printed on Demand, the book is then shipped directly “to the customer with or without the invoice included.” I love drop shipping because it saves having to pay postage twice—once to ship to me and once to ship back out to my readers. I love POD for a whole lot things, including printing ARCs in advance of release.

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

**Amazon Now Accepts 3D Book Cover Images**

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Gene Cartwright of iFOGO has again established a first

that can make a difference for you.

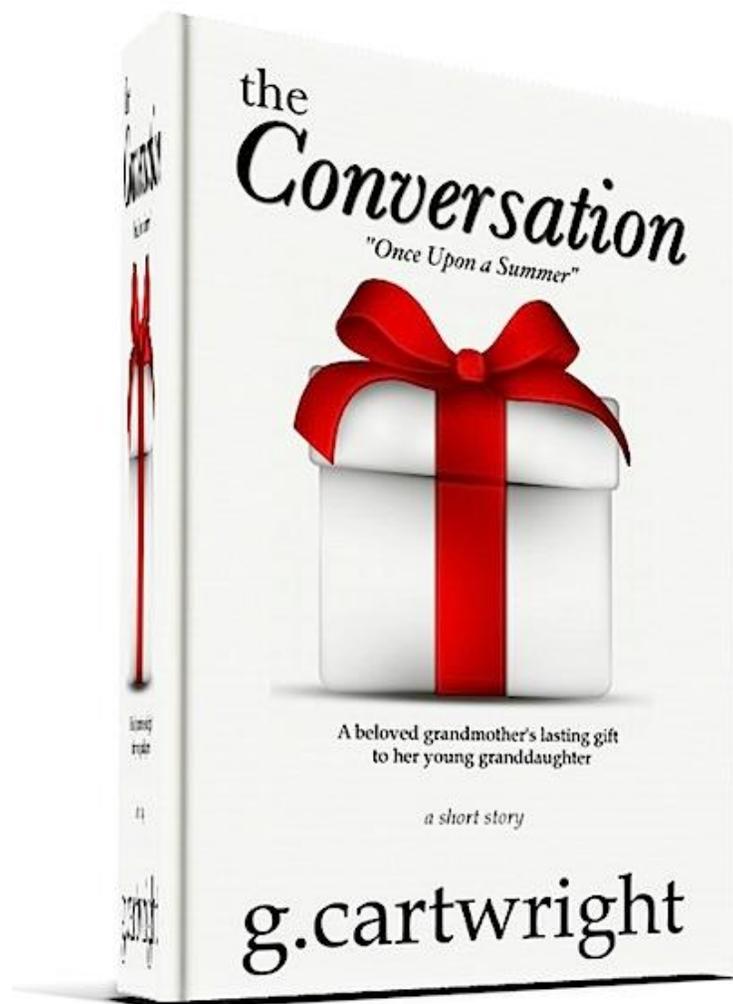
This time, on AMAZON.

His 3D Book Cover creation is now accepted on Amazon.

You no longer have to be stuck with only 2D Images.

However, the 3D images must look professional, and be properly sized and proportioned.

[Details](#)



Visit iFOGO Village at: http://ifogovillage.ning.com/?xg_source=msg_mes_network

Gene says, "I recently posted a 3d image in my Amazon catalog and they accepted it."

However, the reason they have only used 2D in the past is that it makes every image uniform and avoids the variation in 3D creation that may vary from author to author.

The other reason is that 2D is preferred on a bookseller's virtual bookshelf. So, I will monitor the response by Amazon before recommending others post 3D.

The principal advantage of 3D remains using it on Web sites and in marketing of books by authors. They have a much more impressive, eye-catching effect than 2D.”

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You'll find a myriad of writer helps at http://www.howtodoitfrugally.com/links_for_writers.htm. It includes a list of small presses of various kinds that I am familiar with.

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Thank You

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

Thanks to Girly Talk Gilda Evans . . .

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. . . for the shoutout about Magdalena Ball's and my poetry chapbook celebrating women on her blog at <http://www.gildaevans.com/breakthrough-for-a-sexagenarian-by-carolyn-howard-johnson> The poems she features is "Breakthrough for a Sexagenarian."

## **Thanks to Debra Eckerling . . .**

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. . . for letting me guest post about marketing books during the holidays. (-: Find it at <http://writeonline.com/2013/10/24/moving-write-along-holiday-promotions/> and get to know Debra while you're there.

Thanks to Dan Poynter . . .

~ ~ ~ ~ ~
... for including my quote liking book promotion to marathons. (-:
Find the letter here: <http://parapub.com/files/newsletter/PP-NOVEMBER%201,%202013.pdf>. Love the info on the profitability of e-books in this issue, too!

Thanks to Author J. R. Poulter . . .

~ ~ ~ ~ ~
... for her review of *Sublime Planet*. All proceeds for Magdalena Ball's and my celebration of the earth go to World Wildlife Fund. Find the review here.
<http://www.compulsivereader.com/2013/04/02/a-review-of-sublime-planet-by-magdalena-ball-and-carolyn-howard-johnson/>
And find the book here: <http://amzn.to/SublimePlanet>

Thanks to Helen Dunn Frame for Amazon Review . . .

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...of *The Frugal Editor*. Everyone seems to love the section showing how to easily get rid of pesky double spacing! It's at <http://www.amazon.com/review/R3QOQKFGPEDW9H> It's always helpful to reviewers to vote their review helpful. (-:

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

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Feature

Joan Stewart Wants You to Use Hashtags to Benefit Your Book

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I love Joan Stewart's *Publicity Hound* newsletter. In a recent issue she said, "The hashtag is quickly becoming the most powerful key on your keyboard."

A hashtag is the character # that lets people to find your content and lets you find theirs.

Introduced by Twitter, hashtags are now used by smart authors and others who know social networking marketing on Facebook, Google+, LinkedIn, Pinterest and Instagram. If you are tweeting about how you love this newsletter you can add a #SharingwithWriters hashtag so people can learn more about it.

Joan notes the benefits of using hashtags:

- Tweets that contain hashtags get more retweets. It's a fact Hashtags give you greater exposure on the Web because they are clickable links.
- When you monitor hashtags related to your business, they help you find possible future customers so you can help them with a problem. And don't forget possible hashtags that apply to your competitors.
- You can find people who may be unhappy with your services by monitoring hashtags that include your name or company name or title.
- A hashtag can help you find people unhappy with products or services provided by your competitors. Joan suggests you do a search for #unitedairlinesucks and see what you find.

You may want to tune into Joan's webinar that tells you how to avoid using hashtags incorrectly or in ways that alienate readers. ["How to Use Hashtags, the New Search Tool."](#)



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 4th gifts and decorations! He has three others with patriotic themes.

Quote from The Frugal Editor: Language is a life form. To assume that because we once learned something one way it will always be accepted is fallacious. To neglect researching the language we write in when we so assiduously research the facts for what we write is folly.

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The Publishing Insiders (Paula Krapf and Penny Sansevieri) and I talk about book promotion on their BookTalkRadio program. I know you'll pick up some new tips or encouragement. <http://www.blogtalkradio.com/thepublishinginsiders/2012/05/29/no-money-out-of-pocket-shooting-your-book-to-stardom>

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Feature

Sharing the Love and Challenges of Writing from Abroad

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By Helen Dunn Frame

American Writers Living Abroad Find Muses and Material

Would you write more if someone paid you to create articles, a column, or even a book? Figuring that retirement offered me an opportunity to reinvent myself, I decided to follow other authors' examples and find a relatively stress free environment where I could live a comfortable lifestyle and write according to my own schedule. After doing due diligence, visiting the country, investigating residency, and so much more, I decided my next adventure would be in Costa Rica. Writing here has given me the opportunity to mix the joys and benefits of retirement with creating. Just like living anywhere, pros and cons exist. The cost of living has risen. Government bureaucracy can create roadblocks. However, at the end of each day, I am delighted I made the decision to experience this adventure.

For many foreigners, living abroad becomes difficult especially if they do not speak the local language. Having lived in England and

Germany, and traveled in 50 countries at least once, as well as having two degrees in Anthropology, Sociology and Journalism made the transition easier for me. (One friend, however, wrote a book primarily for family and friends about her adventure from Zimbabwe to Costa Rica after taking online writing courses.) Other experienced writers have made Costa Rica their home too.

In each place I have lived abroad, I was able to combine the best of both my country and the foreign one, making me a Cosmopolitan. When I moved to Costa Rica, I could read and write Spanish; only I had to dredge up the spoken language from the recesses of my mind.

A big plus for living in Costa Rica has been the ability to obtain gigs to edit and write articles for companies. For a while I edited a magazine for a major worldwide real estate company, a job that undoubtedly would not be offered to a retiree in the U.S. (I was a Commercial Real Estate Broker in Dallas which made me an outstanding candidate.) In all cases, clients have easily deposited fees in my bank accounts.

Initially I helped one man edit his book, another to turn his story idea into a teenager's book, and subsequently read another's manuscript that required a ton of editing, but he did not have the money to pay for it. I had other articles published in the *Tico Times* and newsletters. For a few years, I wrote an online column and contributed travel articles to yet another website in England.

Living abroad now that computers, the Internet, and other technologies provide a means to communicate worldwide, it really does not matter where you live and write until some logistics get in the way. For example, before completing *Retiring in Costa Rica or Doctors, Dogs or Pura Vida*, I needed a hard copy proof. In order to get it in a timely fashion I had to pay surcharges. DHL even charged duty although books in Costa Rica are supposed to be duty free. Perhaps the package was labeled "proof."

Recently when I wanted to be sure a manuscript made it to a U.S. publisher a friend took it to the States and mailed it there. Using the major delivery companies in Costa Rica tends to be very dear even for just a letter. Although everything I mail "certificado" to the States at my local post office arrives, I have missed a few items such as a package and magazines sent to me from the States and elsewhere.

Some office supplies like ink cartridges cost considerably more here although that is slowly changing. When I visit the U.S., I have a long list of items to haul back. Sometimes a friend agrees to bring

back an item but that has become more of an imposition with the weight limitations for luggage. Books bought at bookstores here tend to cost at least a third more. Thankfully, e-books are available to download.

During the past nearly nine years, I have lived in four locations in Costa Rica. Each town offered a different experience. Living now in walking distance of the center of Santa Ana I feel very independent and as I write I look out on a peaceful garden setting with fruit trees, flowers, orchids and banana and other plants. I hope this will remain the wonderful environment—perhaps paradise--for my muse, my two cat/dogs, and me for a long time.

*Helen Dunn Frame ([www.helendunnframe](http://www.helendunnframe.com)), a writer for nearly 60 years, has published the mystery *Greek Ghosts*, and *Retiring in Costa Rica or Doctors, Dogs and Pura Vida*, both available on Amazon in paperback and Kindle. She expects to publish the manuscript with the working title of *Big Pencil Scandal*, based on a true global event that includes a murder and love story, in 2014.*

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

## **Losing an Original: Doris Lessing**

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By Mindy Lawrence

Nobel laureates aren't that plentiful and we've lost another one. Doris Lessing was an original. A British novelist, poet, playwright, [librettist](#), biographer and short story writer, she won the 2007 Nobel Prize in Literature.

Lessing was born in Persia in 1919 then moved with her family to Southern Rhodesia (Zimbabwe) in 1929. She left school never to return at the age of 14. From there on, she was self-educated. She was banned from Rhodesia for many years because of her stance against nuclear arms and apartheid. Her breakthrough work, *The Golden Notebook*, was published in 1962. She turned down a damehood but accepted a Companion of Honour in 1999. She suffered a stroke in the 1990s that prevented her from further travel. She died November 17, 2013.

She was one of a kind. She said,

What the feminists want of me is something they haven't examined because it comes from religion. They want me to bear witness. What they would really like me to say is, 'Ha, sisters, I stand with you side by side in your struggle toward the golden dawn where all those beastly men are no more.' Do they really want people to make oversimplified statements about men and women? In fact, they do. I've come with great regret to this conclusion.

—Doris Lessing, [The New York Times](#), 25 July 1982^[10]

LINKS

Doris Lessing

Dorislessing.org

Doris Lessing

en.wikipedia.org/wiki/Doris_Lessing

NPR: Doris Lessing Dies

<http://www.npr.org/blogs/thetwo-way/2013/11/17/245769762/doris-lessing-nobel-prize-winning-author-dies>

Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on the e-book edition of *An Itty Bitty Book on Writing and Life*.

<http://mplcreative.webs.com>

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I believe in social networks. Big and small. Sometimes the smaller ones are easier to make lasting and more productive contacts on. I recommend iFOGO (http://www.ifogo.com/buy/order_chj.html) which is in part because there is a small membership fee. And, of course, my usual. No membership is good unless it's an active membership.

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TIP: Jeffrey Tumlin says you can help your communications by “letting difficult people win.” He says, we have no power over changing anyone but ourselves anyway. He says, “at the end of the conversation, you haven’t changed a difficult person’s mind anyway ...it’s better to [expend your energy] focusing on your goal.”

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

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Tip: Did you know that book covers can be spot varnished. Varnish for book covers comes in both glossy and matte, but a cover needn’t be all of one of the other. When you’re in bookstores, notice how effectively some of the best bookcovers use varnish by varying the effect of the varnish. BTW, Createspace now offers matte and glossy covers.

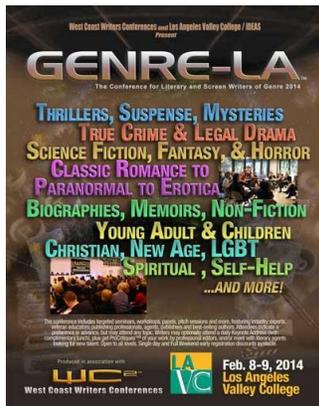
Carolyn's Appearances and Teaching

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**New!** 📖. You are cordially invited to join me and the other faculty members at the **Annual Genre-La™ Writers Conference** on **February 8-9, 2014** at **Los Angeles Valley College**, 5800

Fulton Ave, Van Nuys CA 91401.

<http://www.wcwriters.com/maps>



GENRE-LA™ is a unique conference for literary and screen writers devoted to the craft and business of writing in specific genres and sub-genres. Individual sessions will focus on: Thrillers and Mysteries; Science Fiction, Fantasy, and Horror; Romance (Traditional to Erotic); Non-Fiction

Historical, Biographies, True Crime; Memoirs, Spiritual, Self-Help, LGBT, Y/A, *and more*. Attendees will select a preference upon registration, but may jump genres and attend any sessions in the general program. Attendees will experience a spectrum of educational panels, workshops, lectures, and technical sessions conducted by industry experts, veteran educators, best-selling authors, literary agents and publishers – like you. Each workshop is an hour including time for Q&A. Different genres will be featured each day, so you may apply to speak on as many as your schedule permits. <http://www.wcwriters.com/genrela> Once the subjects of my seminars are decided upon, I'll let you know right here in this newsletter.

In addition to reading workshops, WC2 offers **ProCritiques™** of attendees work-in-progress in a one-on-one meeting with professional editors and publishers. This is an opportunity and a cost-effective way for writers to receive constructive, professional feedback and advice on a novel or screenplay, and increase chances for success. WC2 also offers **ProConsultations**, which are opportunities for polished authors to pitch agents and publishers. (See <http://www.wcwriters.com/1on1> <<http://www.wcwriters.com/1on1>> *for details.*)

There will be a "Resource Row" where sponsors, vendors, writers clubs, and industry resources will staff tables to meet with attendees. Other related services and products include books, software, and other programs of interest for writers of all genres and disciplines.

Our official hotel offers a special rate (using the code WCWC2014). You get free parking, free breakfast, free Wi-Fi, free fridge/microwave/coffee in every room. You also get a 10% discount coupon for the restaurant. We also sponsor "A Gathering of Writers" a no-host dinner event on Saturday night : <http://www.wcwriters.com/maps/hotels.html>

Tony Tondaro is executive director  
<http://www.wcwriters.com>

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

**Something to Make Writers Smile**

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

TWO-MINUTE WARNING: When the baby's face turns red and she begins to make those familiar grunting noises.

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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 \(at\) aol \(dot\) com](mailto:HoJoNews(at)aol(dot)com). Please put "Submission: Sharing with Writers" in the subject line.

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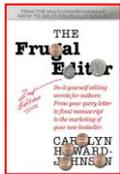
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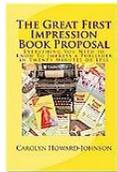
The HowToDoItFrugally Series for Writers



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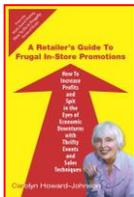


The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success
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To Order for Kindle: <http://www.amazon.com/dp/B004H1TACC>

Carolyn's Fiction and Creative Nonfiction

This Is the Place: <http://budurl.com/ThisIsThePlace>

Harkening: A Collection of Stories Remembered:
<http://budurl.com/TrueShortStories>

Carolyn's Poetry



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



Cherished Pulse: Unconventional Love Poetry.
Coauthored with Magdalena Ball

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

In print to be used as a greeting card or

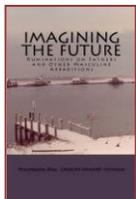
booklet: www.budurl.com/CherishedPulse

For e-books:

She Wore Emerald Then: Reflections on Motherhood, a chapbook of poetry. Coauthored with Magdalena Ball.

Paperback and Kindle: <http://budurl.com/MotherChapbook>

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



Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions. Coauthored with Magdalena Ball

To order as an e-book: <https://createspace.com/3419505>

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<http://budurl.com/Imagining>

Deeper into the Pond: A Celebration of Femininity, Co-

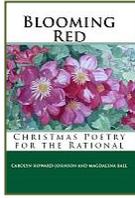
Authored with Magdalena Ball. Artwork by Jacquie Schmall

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<https://createspace.com/3608866>



To order as a paperback: <http://budurl.com/DeeperPond>



Blooming Red: Christmas Poetry for the Rational
Coauthored with Magdalena Ball. Artwork by
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USA Book News finalist, Silver Award from
Military Writers' Society of America

To order e-book: <https://createspace.com/drl6064>

To order paperback: <http://budurl.com/BloomingRed>

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



Coming soon! *Sublime Planet*, a full book of poetry celebrating Earth Day. Coauthors Carolyn Howard-Johnson and Magdalena Ball with Photography by Ann Howley. Proceeds go to the World Wildlife Fund.

<http://bitly.com/EarthDayKind> for e-book

<http://amzn.to/SublimePlanet> for paperback

Tracings, a chapbook of poetry (Finishing Line Press)

<http://budurl.com/CarolynsTracings>

Contact Information

Websites

<http://HowToDoItFrugally.com>

For special help for fiction writers

<http://www.fictionmarketing.com>

Blogs:

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

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

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

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

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

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

Tweeting at:

<http://twitter.com/frugalbookpromo>

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