

"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

July 31, 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

In the spirit of the advice I give in the *Frugal Editor*--to use an extra pair of eyes
whenever possible--this newsletter is usually voluntarily copyedited by Mindy
Phillips Lawrence ~ [mplcreative1 \(AT\) aol \(dot\) com](mailto:mplcreative1(AT)aol(dot)com) ~ <http://mplcreative.webs.com> In
the spirit of friendship, I have given her some time off to put together her
anthology of Itty Bitty columns she writes for this newsletter. Thus I need special
patience; booboos we make ourselves are very hard to see!

This newsletter is issued about once a month
(except when I'm traveling or on deadline).
It's long, but I promise you it's full of resources you can use.
This newsletter is powered by AuthorsDen.com.

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## Contents

### This is a Tips Only Issue

Published once or twice a year as part of your SharingwithWriters  
subscription.

### 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>

You can now download the current and recent back issues on my Web site at [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm)



## Note from Carolyn

Dear Subscribers:

My husband—sweetie that he is—brought me a copy of *The Smithsonian* from his dermatologist's office. So thanks to Lance and Dr. Mantel, I am now a diehard fan of the magazine.

One of the articles was inspired by the new movie, *Man of Steel*. They take up how "superhero origin stories inspire us to cope with adversity."

The elements that make superheroes so popular can work with characters in any kind of fiction you may write (or read). Here are the ones that Smithsonian writer Robin Rosenberg found in several of the most popular superhero tales. Check your stories and novels to see how these themes (or "life-altering experiences") might be capitalized on to further pique the interest of your readers.

~Destiny—is your character "chosen" in some way?

~Trauma—has your character suffered trauma that increased his strengths or weaknesses?

~Sheer chance—Sheer chance is usually not as compelling as an action that has been caused or motivated, but sometimes a writer just has to resort to it. If an author makes that choice, he or she should put more emphasis on how the character deals with it.

~Choosing "altruism over the pursuit of wealth and power."

My own takeaway from Rosenberg's piece is that literary criticism of the last decade has relegated backstory in novels as pretty undesirable, something that should be minimized at all costs. In my gut, I've always disagreed. Of course, we can't let backstory get in the way of momentum, but backstory is often part of your hero's path to character building so they very well may deserve more

attention. I'm also reading Wally Lamb's new novel and I'm pretty sure from the evidence that he agrees with me—at least in regard to literary fiction.

Backstory helps your readers relate and find meaning in loss, and it provides models for coping. If you are a write of nonfiction, you may find ways to use superheroes' themes anecdotally in your work.

In either case, understanding the psychological underpinnings of why we are so affected may benefit us all by "tapping into our capacity for empathy, one of the greatest [super?] powers of all."

There's one more that Rosenberg missed. I think we're all searching for connection—human to human. If that happens to be human-to-alien or human-to-superhero, so be it. It's part of what we all need as readers.

Note: Rosenberg, a clinical psychologist, has written several books about the psychology of superheroes. Search for her on Google.

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

**Carolyn**

**PS:** My favorite tip for authors who would like to sell their books to the millions of English speakers who live overseas, a new free service: <http://showBook.me> Learn more at my blog post at <http://sharingwithwriters.blogspot.com/2013/07/are-you-losing-overseas-readers.html>

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Needing something more meaningful for the celebrations in your life? Something that stays within your budget? Check out *Cherished Pulse* ([www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)) (\$6.95) for someone you love. Try *Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions* for the men in your life. Sure, they like fusses made over them, too! ([www.budurl.com/Imagining](http://www.budurl.com/Imagining)) (\$6.95). *She Wore Emerald Then* ([www.budurl.com/MotherChapbook](http://www.budurl.com/MotherChapbook)) (\$12.95), for mothers and other women, *Deeper in the Pond*, for the feminists in your life—both men and women ([www.budurl.com/DeeperPond](http://www.budurl.com/DeeperPond)) (\$6.95) and *Blooming Red* ([www.budurl.com/BloomingRed](http://www.budurl.com/BloomingRed)), to use as Christmas cards or incidental holiday gifts. Plan next Christmas early. And ask about my special price on chapbook/cards purchased in bulk at [HoJoNews@AOL.com](mailto:HoJoNews@AOL.com). All these chapbooks are from the Celebration Series of poetry from Magdalena Ball and me. 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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**Tip:** Pinterest is getting more and more author (or business!) friendly. They recently added group boards. If you haven't explored the power of group boards check out mine to support interest in Magdalena's and my do-some-good [Sublime Planet](#), a poetry book focused on the environment (proceeds go to the World Wildlife Fund). I also have a couple of boards that focus on books and Dave Leonhardt just invited me to join him on his Frugal Group, <http://pinterest.com/amabaie/the-frugal-web/> . To read more about using group boards, read Jeff Bullas' blogpost on the subject: [www.jeffbullas.com/2013/03/04/how-to-use-pinterests-group-boards-to-get-more-exposure-for-your-business/](http://www.jeffbullas.com/2013/03/04/how-to-use-pinterests-group-boards-to-get-more-exposure-for-your-business/)

**Writing Tip:** Using brand names shouldn't be an all yes or all no decision. Authors should use them when it helps understanding in nonfiction or feels more natural in dialogue. If they feel forced, avoid them. To be legally (and literarily--is that a word--yes. authors sometimes get to make decided on when to make them up, too!) correct, they should be capped. After all, trademarked names are owned by someone else, and they get to decide how they're spelled and get to demand that their investment in branding be honored. And no, we don't need to get permission to use the names in books. Images may be a different matter, depending on context.



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/>



**Scam Alert:** Now even the big publishers are culpable in scamming authors. When you read this post, keep in mind that all the scams they list are also available—cheaper—from others, but they're still usually scams. I wrote *The Frugal Book Promoter* (<http://budurl.com/FrugalBkPromo>) to help authors avoid this kind of thing. Most scams are based on promotions people can do themselves or for very little money.

<http://davidgaughran.wordpress.com/2013/07/16/penguin-random-house-merger-helps-author-solutions-exploit-writers/>

If you want more detail on why paid-for-reviews aren't such a good idea check out

<http://sharingwithwriters.blogspot.com/2010/04/paid-for-reviews-should-you-buckle-down.html>

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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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**Author Beware:** Those of you who are dissatisfied with your present publishing situation might be lured into what some are calling "partnerships." Usually the publishing house itself uses this term to disguise their brand so unsuspecting authors won't know. Trouble is, all the big bookbuyers like bookstores, universities, etc still know even when big names like Simon and Schuster are attached to them. Learn more by tuning into Dan Poynter's newsletter. Scroll down to "Author Solution Sued" and look at the "good names" who are trying to pull crap over on the unsuspecting author. <http://parapub.com/files/newsletter/PP-EZINE%20JULY%201,%202013.docx.pdf> Mind you, if that's what you want and that's what you know you'll be getting, that's fine. But you may only trade one set of problems for another.

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

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**Tip:** If you have published a book in its second edition (or later) and haven't been able to get Amazon to remove the first edition from its site to assure that your readers get the updated book, Amazon now offers a widget that directs readers to the buy page

for the first edition. You can see how they did this for my *Frugal Book Promoter* at [http://www.amazon.com/The-Frugal-Book-Promoter-Publisher/dp/193299310X/ref=sr\\_1\\_2?ie=UTF8&qid=1371782561&sr=8-2&keywords=the+frugal+book+promoter](http://www.amazon.com/The-Frugal-Book-Promoter-Publisher/dp/193299310X/ref=sr_1_2?ie=UTF8&qid=1371782561&sr=8-2&keywords=the+frugal+book+promoter) . You access someone to help you get this widget installed through your AuthorConnect (also called AuthorCentral) page, [https://authorcentral.amazon.com/gp/landing?ie=UTF8&\\*Version\\*=1&\\*entries\\*=0](https://authorcentral.amazon.com/gp/landing?ie=UTF8&*Version*=1&*entries*=0) .

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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:** Geez. My husband was searching the Web for addresses/suggestions for possible review site. He kept sending me URLs of sites that truly aren't nearly as complete as the ones on my site asking for guidance. I finally sent him the two major pages on my site that include magazines, newspapers, review journals, etc. It dawned on me that if he didn't know about the existence of these lists, you might not either. <http://howtodoitfrugally.com/reviewers.htm>  
[http://howtodoitfrugally.com/reviews\\_and\\_review\\_journals.htm](http://howtodoitfrugally.com/reviews_and_review_journals.htm)

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

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**Favor:** Because this SharingwithWriters newsletter has lots of subscribers from countries other than the US. Magdalena Ball and I are testing a new free service that is supposed to help authors sell books in countries other than their own. It assigns a new link that is supposed to take people to a book page on the appropriate

Amazon bookstore depending on where they live. I.e. If you're German it would take you to the buy page on Amazon.de.

Wondering if those of you who live in countries other than the US would check to see where this link for Maggie's and my chapbook for mothers takes you:  
<http://bookShow.me/1438263791>

You all may want to research this new free service for your book.

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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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**Quote:** Seth Fliegerman runs a blog featuring folks with famous careers and discusses why they're successful. He ran this quote and I loved it: 'You kind of assume that great geniuses [are] like Mozart,' but few successful people were child prodigies, and prodigies don't necessarily find success. 'Most people don't stick to it.' So the tip? You got it. The secret word is persistence—and of course constantly learning more.

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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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**Readers' Tip:** "Those of you who love nonfiction and history will probably love *The Hour of Peril* by Daniel Stashower about *The Secret Plot to Murder Lincoln Before the Civil War*.  
[http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asin=0312600224&ref=tf\\_til&fc1=000000&I\\_S2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFF&f=ifr](http://rcm.amazon.com/e/cm?t=howtodoitfrug-20&o=1&p=8&l=as1&asin=0312600224&ref=tf_til&fc1=000000&I_S2=1&lt1=blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFF&f=ifr)

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

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**TIP:** Fran Silverman of Talk Radio Advocate fame has written several e-books chock full of talkshow resources, all categorized so you can find hosts that best fit your book. The "*Animals* e-book" is designed for potential radio guests who can—yes, talk about animals—and includes title of show, name of host, theme, where aired, guest criteria, e-mail, Web site, phone (optional), and best method of contact. Covers animal advocacy, health, care, competition, communication, behavior, longevity, dog relationships, pets, and the paranormal, pet peeves, wildlife, training, shelter and rescue. Price: \$12  
<http://www.talkradioadvocate.com/Ebooks.html> This Sharing with Writers newsletter will tell you a little about a different booklet in the series each month.

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

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**Tip:** I just returned from speaking to attendees at the California Crime Writers Conference with a stack of business cards and bookmarks to process (good job, crime writers!). But I'm prompted to suggest that authors include their e-mail addresses on their business cards. I mean why put those you're networking with to the trouble of going to your Web site in order to contact you? You want to build traffic? You want people to see what you have to offer? Good reasons, but consider this. Some may not take that extra step to network and they may be the very ones (the busy ones) who would be the most important people for you to get to know better. Oh, and then there's that other problem. Once the person in receipt of your card or bookmark gets there, there's still no contact link directly to the author. Sighhhh. Don't let this be you.

**Tip:** If you aren't a Webby nerd but would like to polish your online publicity efforts may I recommend Penny Sansevieri's *Red Hot Internet Publicity*. She starts basic and stays practical. It isn't specifically written for authors, which—in this case—may be a good thing.

[http://www.amazon.com/gp/product/1480224952/ref=as\\_li\\_tf\\_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=1480224952&linkCode=as2&tag=howtodoitfrug-20](http://www.amazon.com/gp/product/1480224952/ref=as_li_tf_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=1480224952&linkCode=as2&tag=howtodoitfrug-20)

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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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**What's Up with Tech:** Troublesome WiFi reception should be coming to an end. Or at least diminishing. Routers with new technology are in the pipeline to be delivered to your office, your home. A new one should diminish the problems with slow—very slow—uploads, dropped connections, videos that misbehave, etc. And, yes, these problems may be your router, not your broadband service. The new tech is called 802.11ac. You should probably plan to get it the minute it becomes available if you have a short fuse when things go awry with your computer. Expect to pay about \$150. Or wait for the prices to go down if you're patient—and frugal.

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

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**Tip:** I love, love, love *The Describer's Dictionary* by David Grambs. I refer to it often when I'm writing both nonfiction and fiction. When I'm at museums and traveling, I take down descriptive words that I encounter, then tear from my notebook to tuck inside the cover. [Buy it](#) at:

[http://www.amazon.com/gp/product/0393312658/ref=as\\_li\\_tf\\_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=0393312658&linkCode=as2&tag=howtodoitfrug-20](http://www.amazon.com/gp/product/0393312658/ref=as_li_tf_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=0393312658&linkCode=as2&tag=howtodoitfrug-20) Read the [full review](#) I recently posted on my SharingwithWriters blog.

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

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**Tip on Self-Motivation:** Pat yourself on the back. I think the word "humble" is used far too often. The thing is, we should be proud of what we do. It's part of doing the right thing. Pride is the stuff that self-esteem is made of and by extension the stuff the people need to do good in the world. And the more we "brag" (or "market") the more good we can do.

Friends often mean well when they preach modesty or being humble but they also may be exhibiting passive aggressive tendencies. In either case, it is probable that they don't understand the heart of a writer who usually only is less interested in selling a book than in sharing .

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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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**In the News:** "Tweet" is now an official verb according to the Oxford English Dictionary. So is "big data," "crowdsourcing, (one word)." "e-reader" and a new one on me, "mouseover," which means to move your computer mouse toward an object on the screen.

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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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**Review Tip:** You'll get everything you need on reviews in *The Frugal Book Promoter* (and lists of reviewers on my Web site's Writers' Resources pages, <http://howtodoitfrugally.com>) but here's the dope straight from the *New York Times*, just in case you think I'm pulling your leg about that lead time. (-:  
<http://www.nytimes.com/content/help/site/books/books.html?ref=books> ~ Link submitted by Lance Johnson, author of *What Foreigners Need To Know About America From A To Z*,  
<http://amzn.to/ForeignersAmericaUS> and Amazon sites worldwide.

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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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**Tip:** Debra Eckerling has an excellent newsletter (WriteOnline) that includes all kinds of opportunities for writers.  
<http://writeonline.com/2013/07/09/july-newsletter-5/> Learn more about all the other things she does for writers at <http://WriteOnline.com> and <http://GuidedGoals.com>. Reach her at [deckerling@cs.com](mailto:deckerling@cs.com).

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

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**Writing Tip:** Many writers believe (and use) the theory that you begin to write a story and let the characters tell you where and what the ending should be. This approach often results in a more integrated and meaningful ending. I didn't know the ending of my novel until it was all written—complete with an ending. Once written, I knew it wasn't right. It was too predictable and not up to the rest of the book. I had twelve people read it without the last chapter and tell me how they thought it should end. Not one gave me anything I hadn't considered and discarded before. A little later I went to a movie and something in it suggested an ending to me. It was an aha! moment. And the new ending wasn't at all like any of the endings I or anyone else had considered before. If I had outlined the book in advance, I may not have been open to alternatives when the book was "done."

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

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**Tip:** Before you speak, you always print out a sign-up sheet for your newsletter or contact list, right? But do you include a footer that includes your motto or tagline and your own e-mail address and Web site? AND an introduction that explains to your audience the benefits of being on that list. Nobody wants to "be on a list" or "get e-mail" unless she knows she'll get something valuable from it.

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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](mailto:HoJoNews@aol.com)

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**Tip:** Watch your Amazon ratings. When your book sales put your book on one of Amazon's bestseller lists, Tweet about it. Let your FB friends know about, too. And THANK your readers.



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

**Tip:** Here is a good list of services that will help you promote your book or e-book free ([http://savvybookwriters.wordpress.com/2012/03/11/18-top-websites-to-promote-your-book-for-free/?goback=%2Egde\\_4439800\\_member\\_228588942](http://savvybookwriters.wordpress.com/2012/03/11/18-top-websites-to-promote-your-book-for-free/?goback=%2Egde_4439800_member_228588942) ).  
~Submitted by Denise Cassino, *Publicist & Book Marketing Specialist Make your book an Amazon #1 Bestseller*

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>

**Tip:** Here’s one of the rarely seen tips you’ll find in [\*The Frugal Book Promoter\*](#). Don’t wear epaulet style jackets or shirts when you appear on TV interviews. You’ll look like you’re slumping when those cute little shoulder details slip forward. It’s the kind of thing I had to learn firsthand because no one ever told me!

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

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**Tip:** Here's another newsletter you may want to subscribe to. I believe in newsletters for collecting credible resources and ideas, especially since so much on the Web isn't credible at all. Here's the link to BestSeller Gems Newsletter. <http://archive.aweber.com/bestsellergems/2013/07>

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

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**Tip:** Kindle Direct Publishing now gives you the opportunity for millions of readers in India to discover your book in the India Kindle Store on [www.amazon.in](http://www.amazon.in). Here's how you can benefit:

- Increase your sales potential by setting the list price of your book in Indian rupees (INR) for the Indian market.
- Track your book sales to customers in India with the new KDP sales reporting detailed by country.
- Get your royalty payments in rupees, if your bank account is in India.

**Tip:** Because PayPal is a favorite target of scammers, I took an extra precaution when I set up a Midwest Book Review PayPal account to accept gifts from people who "support the cause". I tied the PayPal account to a special e-mail created just for that

purpose; that way, we at Midwest Review know that any "PayPal" e-mail sent to his regular business e-mail address is a fake ~ Beth Cox, managing editor of the famous Midwest Review, <http://www.midwestbookreview.com>

## Carolyn's Appearances and Teaching

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New! 📖 Eunice Nesbitt, book marketing strategist, coach and author working on her own marketing book, had Fran Silverman and me on her recent "Savvy Bestsellers" Blog Talk Radio " show. <http://www.blogtalkradio.com/savvybestsellers/2013/07/11/book-marketing-in-five> Tune in to learn the easiest way to get over the fear of speaking so you can better promote your book. Learn more at <http://savvybestsellers.com>.

New! 📖 I just recorded a new interview with Suzanne Lieurance. I know you'll want to list to get my favorite tip for getting reviews even after the deadline they so imperiously impose: <http://www.bestauthorinterviews.com/169/carolyn-howard-johnson-the-frugal-book-promoter/>

📖 I'll be doing a FREE online chat for members of SavvyAuthors tonight (July 31), 9-10 pm Eastern time. You will want to join the group first, but why not? They offer so many benefits for tending to your career in ways that can make a difference. <http://www.savvyauthors.com>

New! 📖 October 12 and 13, West Coast Writers Conferences (<http://www.wcwriters.com/da/index.html>) will run their annual two-day conference called The Digital Author and Self Publishing Conference at Los Angeles Valley College. Director Tony Todaro is trying a new tracking system so attendees can get the most out of the conference. Attendees may come for one day or both. Lunch is available. My topics are:

SELL A TON OF BOOKS EASILY WITH AMAZON

HOW TO CONVINCING BOOKSTORES THEY NEED WHAT YOU HAVE



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

**SUDAFED:** Bringing litigation against a government official.

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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@AOL.com). Please put "Submission: Sharing with Writers" in the subject line.

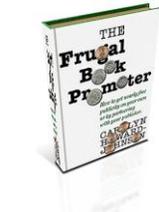
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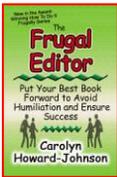
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## Ordering Information

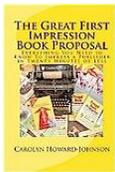
### The HowToDoItFrugally Series for Writers



*Frugal Book Promoter: How to Do What Your Publisher Won't* <http://budurl.com/FrugalBkPromo>  
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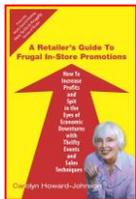
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### **Carolyn's Fiction and Creative Nonfiction**

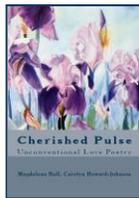
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<http://budurl.com/TrueShortStories>

### **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](http://www.budurl.com/CherishedPulse)

For e-books:

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

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

For e-books:

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



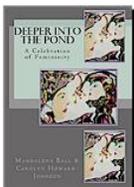
*Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions.* Coauthored with Magdalena Ball

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

To order as a paperback or for Kindle:

<http://budurl.com/Imagining>

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

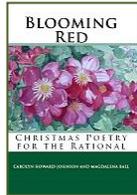


Authored with Magdalena Ball. Artwork by Jacquie Schmall

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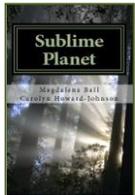
*Blooming Red: Christmas Poetry for the Rational*  
Coauthored with Magdalena Ball. Artwork by  
Vicki Thomas

USA Book News finalist, Silver Award from  
Military Writers' Society of America

To order e-book: <https://createspace.com/dr16064>

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

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



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