

MEDIA KIT for *THE FRUGAL BOOK PROMOTER*, SECOND EDITION

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Carolyn Howard-Johnson, 3324 Emerald Isle Dr., Glendale, CA 91206

**Website:** <http://www.HowToDoItFrugally.com>    **Blog:** <http://sharingwithwriters.blogspot.com>

**E-mail:** [HoJoNews@aol.com](mailto:HoJoNews@aol.com)    **Phone:** 818-790-0502

**Amazon Sales Page:** <http://budurl.com/FrugalBkPromo>

## About the Author



Carolyn Howard-Johnson's several careers prepared her for promoting her own books and those of others. She was the youngest person ever hired as a staff writer for the *Salt Lake Tribune*—"A Great Pulitzer Prize Winning Newspaper"—where she wrote features for the society page and a column under the name of Debra Paige. That gave her insight into the needs of editors, the very people authors must work with to get free ink. Being familiar with the way news is handled helps her see how different books fit into different news cycles.

Later, in New York, she was editorial assistant at *Good Housekeeping Magazine*. She also handled accounts for fashion publicist Eleanor Lambert who instituted the first Ten Best Dressed List. There she moved from reading effective media releases (then called press releases) to writing them for celebrity designers of the day including Pauline Trigere, Rudy Gernreich, and Christian Dior, and producing photo shoots for Lambert's clients.

She has also worked as columnist, reviewer, and staff writer for *the Pasadena Star-News*, *Home Décor Buyer*, the *Glendale News-Press* (an affiliate of the *LA Times*), *Myshelf.com*, and others and appeared in commercials and on dozens of TV and radio shows.

She learned marketing skills both in college (University of Utah, and University of Southern California) and as founder and operator of a chain of retail stores. That molded her understanding of how authors might best partner with retailers to affect both of their bottom lines.

Howard-Johnson's experience in journalism and as a poet and author of fiction and nonfiction helped the multi award-winning author understand how different genres can be marketed more effectively. She has been an instructor for UCLA Extension's renowned Writers' Program since 2003 and has studied writing at Cambridge University, United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University in Prague.

She turned her knowledge toward helping other writers with her *HowToDoItFrugally* series of books for writers. Her marketing campaign for the second book in that series, *The Frugal Editor* won the New Generation Indie Best Book Award. She also has a multi award-winning series of *HowToDoItFrugally* books for retailers.

Howard-Johnson was honored as Woman of the Year in Arts and Entertainment by California Legislature members Carol Liu, Dario Frommer, and Jack Scott. She received her community's Character and Ethics award for her work promoting tolerance with her writing and was named to *Pasadena Weekly's* list of fourteen women of "San Gabriel Valley women who make life happen."

Born and raised in Utah, Howard-Johnson raised her own family in sunny Southern California.

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## Mini Biography and Tagline

Carolyn Howard-Johnson's first novel, *This is the Place*, won eight awards and her book of creative nonfiction, *Harkening: A Collection of Stories Remembered*, won three. Her fiction, nonfiction and poems have appeared in national magazines, anthologies and review journals. A chapbook of poetry, *Tracings*, was named to the Compulsive Reader's Ten Best Reads list and was given the Military Writers' Society of America's Silver Award of Excellence. She speaks on Utah's culture, tolerance and book promotion and editing and has appeared on TV and hundreds of radio stations nationwide. The first edition of *The Frugal Book Promoter* was named USA Book News' "Best Professional Book 2004" and the Irwin Award. Her *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success* also won a nod from USA Book News and won Readers' Views Literary Award. Her marketing campaign for that book won the marketing award from New Generation Indie Book Awards.

Howard-Johnson is the recipient of the California Legislature's Woman of the Year in Arts and Entertainment Award, the Book Publicists of Southern California's Irwin Award and her community's Character and Ethics award for her work promoting tolerance with her writing. She was also named to Pasadena Weekly's list of 14 women of "San Gabriel Valley women who make life happen." She is also an instructor for UCLA Extension's world-renown Writers' Program

The author loves to travel. She has visited sixty-nine countries and has studied at Cambridge University in the United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University, Prague. She admits to carrying a pen and journal with her wherever she goes. Her Web site is <http://carolynhoward-johnson.com> and [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

### Tagline

Carolyn Howard-Johnson is a multi award-winning author of fiction, poetry, and nonfiction. Her HowToDoItFrugally series of books has helped writers and retailers worldwide. Learn more at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

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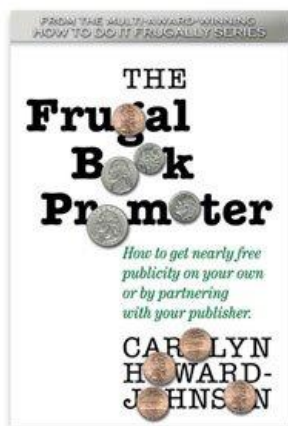
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## About Carolyn's Books!

### Ta da! The Second Edition of the Frugal Book Promoter Is Here!



#### **The Frugal Book Promoter: How to get nearly free publicity on your own or partnering with your publisher (Second Edition).**

From the HowToDoItFrugally Series of books for writers

First Edition Awards: Winner USA Book News, coveted Irwin award

ISBN: 9781463743291

To order paperback from Amazon: <http://budurl.com/FrugalBkPromo>

To order for your Kindle: <http://budurl.com/FrugalBkProKindle>

Order as e-book from Createspace: <https://www.createspace.com/3656422>

Soon to Come: Order for other e-readers at Smashwords

<https://www.smashwords.com/profile/view/carolynhowardjohnson>

For only a few cents a day *The Frugal Book Promoter* assures your book the best possible start in life. Full of nitty-gritty how-tos for getting nearly-free publicity, Carolyn Howard-

Johnson, an instructor for UCLA's Writers' Program and former publicist and journalist, shares her professional experience as well as practical tips gleaned from the successes of her own book campaigns. She tells authors how to do what their publishers can't or won't and why authors can often do their own promotion better than a PR professional. The first edition is a multi award winner and this one is updated and expanded by more than 100 pages.

**A recommendation from BarnesandNobel.com:** Feather Schwartz Foster, an author, September 9, 2004,



""Packed With Wonderful Information! For anyone who has written a book of any kind - this is a must-have, and must-keep guide! Every chapter is filled with insights and how-tos and a whole bunch of where to finds!"

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### **Other Books in the Multi Award-Winning HowToDoItFrugally Series of Books for Writers**

#### ***The Frugal Editor:***

#### ***Put Your Best Book Forward to Avoid Humiliation and Ensure Success***

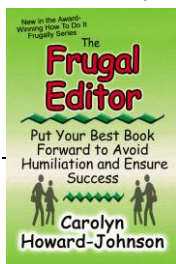
Red Engine Press.

Awards: Winner USA Book News, Reader Views Literary Award, New Generation Marketing Award

ISBN: 9780978515874

To order paperback: <http://www.budurl.com/TheFrugalEditor>

To order for your Kindle: <http://budurl.com/FrugalEditorKindle>



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There are gremlins out there determined to keep your work from being published, your book from being promoted. They—resolved to embarrass you before the gatekeepers who can turn the key of success for you—lurk in your subconscious and the depths of your computer programs. Whether you are a new or experienced author, *The Frugal Editor* will help you present whistle-clean copy (whether it's a one-page cover letter or your entire manuscript) to those who have the power to say "Yea" or "Nay."

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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***

EAN-13: 9781450507653

Kindle Edition: EAN: B0042JT1UA

To order in paperback: <http://budurl.com/WordTrippersPB>

To order for Kindle at <http://budurl.com/WordTrippersKindle>



June Casagrande, author of *Grammar Snobs Are Great Big Meanies* (Penguin) and syndicated grammar columnist guru, says, "By creating a guide designed specifically to get writers past gatekeepers, Carolyn Howard-Johnson has created something of unmatched value: usage advice that cuts through the contentious world of grammar to offer real help. Writers polishing their manuscripts and query letters will find Howard-Johnson's guide more useful than Strunk and White."

This little booklet is carry-with-you protection against grammar gremlins and at the frugal price of \$6.95.

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***The Great First Impression Book Proposal: Everything You Need To Know To Sell Your Book in 20 Minutes or Less***

ISBN: 1453690956

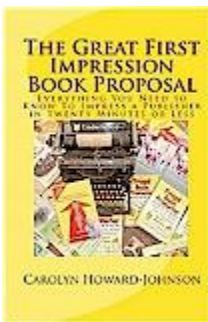
EAN-13: 9781453690956

Kindle Edition EAN: B0042JT1TG

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

To order as e-book: <http://createspace.com/3468136>

To order for your Kindle: <http://budurl.com/BookProposalsKindle>



The perfect learning experience for those who want to wow an editor in no time flat with only \$6.95 out-of-pocket and 20 minutes out of a busy schedule.

This booklet is the result of author Carolyn Howard-Johnson's extensive work with clients who hate writing book proposals and

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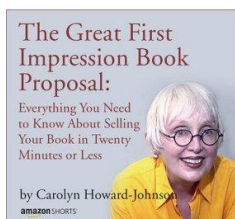
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hate learning how to write them even more. She found herself coaching them through the process rather than doing it for them, for who could possibly recreate the passion an author feels for his or her own book better than the author? In doing so, she found she had written a booklet—not a tome—that took her clients only about twenty minutes to absorb. Voila! *The Great First Impression Book Proposal* was born.



It was published by the Amazon Short program but when that program was discontinued, Howard-Johnson updated it and published it as both a paperback and an e-booklet.

### **Unsolicited Endorsements for *The Great First Impression Book Proposal***

“I just finished reading your Amazon Shorts, *The Great First Impression Book Proposal*. I like your style and encouragement. I was a bit intimidated about finishing my book proposal. I was thinking it had to be stiff and boring. I even have dialogue in it. I thought I’d have to cut it out. Now, I’ll probably leave it in.”

~Wanza Leftwich, author, blogger, [thegospelwriter.blogspot.com](http://thegospelwriter.blogspot.com)

“I love [*Great First Impression Book Proposal*]! My husband was amazed at all the info crammed into this short. You could have charged a lot more. I just re-vamped my proposal to follow the guidelines in it for my latest book.”

~ Myrna Lou, Palmist/Psychic/Author

“Marketing is never easy... Well, it might be if you follow the easy steps Carolyn Howard-Johnson offers up in *The Great First Impression Book Proposal: Everything You Need to Know About Selling Your Book in Twenty Minutes or Less*. Howard-Johnson’s [advice is] superior. It’s easy to understand, easy to implement, and even easier to read. (She means it when she says 20 minutes or less). She gives us even more: a list of other resources on book proposals. I will recommend this book to all of our authors and potential authors at LadybugPress.”

~ Georgia Jones, Editor in Chief, LadybugPress/NewVoices, Inc.

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## About Carolyn's Series of How-To Books for Retailers

"Having paid thousands in tuition to learn what you have provided in your HowToDoItFrugally series of books for retailers, I can tell you right now, they are priceless! Great work!"

~ Anne L. Holmes, Boomer in Chief, National Association of Baby Boomer Women, [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com)

### ***A Retailer's Guide To Frugal In-Store Promotions: How to Beat Out Competitors to Make Your Store the Go-To Place in Your Community***

Publisher: HowToDoItFrugally

Awards: USA Book News finalist

ISBN: 9781441467249

To order paperback: [www.budurl.com/RetailersGuide](http://www.budurl.com/RetailersGuide).

To order for Kindle: [www.budurl.com/RetailersKindle](http://www.budurl.com/RetailersKindle)

Retailers need more than crossed fingers to get and keep customers. In-store promotion—everything from in-store branding to events—is the most effective and economical way to do that. This book gives retailers the benefit of Carolyn Howard-Johnson's nearly three decades experience as founder and manager of her own chain of stores, a stint as a New York publicist and as a retail consultant and journalist. It is the first in the Survive and Thrive series for retailers in her USA Book News award-winning HowToDoItFrugally.com books.

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### ***Frugal and Focused Tweeting for Retailers: Tweaking Your Tweets and Other Tips for Integrating Your Social Media***

Publisher: HowToDoItFrugally Publishing

Awards: USA Book News finalist, Gold Meldal Winner from Military Writers Society of America

ISBN: 9781451546149

EAN: 9781451546149

Sponsored by Gift Shop Magazine: <http://giftshopmag.com>

To order e-book: <https://www.createspace.com/3439623>

To order paperback: <http://budurl.com/Tweeting4Retailers>

Twitter has become the Web phenomenon of the decade even though many say they "don't get it," and even those who think they do "get it" appear to be missing something. *Frugal and Focused Tweeting for Retailers* will help those with businesses—large or small, online or off—use Twitter in ways they never imagined by "doing it right" and integrating their efforts with all the other marketing they do. It gives retailers the benefit of Carolyn Howard-Johnson's nearly three decades experience as founder and manager of her own chain of stores, a stint as a New York publicist, retail consultant and journalist and a veteran Tweeter (if there can

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**E-mail:** [HoJoNews@aol.com](mailto:HoJoNews@aol.com) **Phone:** 818-790-0502

**Amazon Sales Page:** <http://budurl.com/FrugalBkPromo>

be such a thing as a veteran of such a new concept!). It is the second in the Survive and Thrive series for retailers in her USA Book News award-winning HowToDoItFrugally.com books.

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### **Your Blog, Your Business:**

#### **A Retailer's Frugal Guide to Getting Customer Loyalty and Sales—Both In-Store and Online**

Publisher: HowToDoItFrugally Publishing

Sponsored by Gift Shop Magazine: <http://giftshopmag.com>

ISBN: 9781451591040

To Order: <http://budurl.com/Blogging4Retailers>

Ahhh, the beauty of blogging! It is open to so many styles, so many approaches. Retailers can tailor their blogs to fit their branding and then connect them to everything else they're doing with their Web sites and their social media from Facebook to LinkedIn to Twitter. A blog—done right—is promotion magic.

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## About Carolyn's Books of Fiction, Creative Nonfiction, and Poetry

### ***This is the Place***

AmErica House

Awards: Eight awards

ISBN: 1588513521

To order: <http://budurl.com/ThisIsThePlace>

***"When you live amidst beauty sometimes you don't recognize discrimination and, if you do, you prefer not to acknowledge it."***

A young journalist realizes that because she is half Mormon and half Protestant she is not suitable material for love. She delves into her Mormon heritage and journals her way through prejudice into redemption. She learns to mend her own life when she finds she cannot mend her world. This novel, set in Salt Lake City in the 50s, reveals not only complexities of the heart but the secrets of what some consider a mysterious place and culture. *This is the Place* has won eight awards including the Critics' Choice award.

"Howard-Johnson strengthens her novel with behind-the-scenes details of Mormon life and history in a book suitable for all collections, particularly those where . . . Orson Scott Card's

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**Amazon Sales Page:** <http://budurl.com/FrugalBkPromo>

religious books are popular.”  
~ Library Journal

-∞-

### ***Harkening: A Collection of Stories Remembered***

AmErica House

Awards: Three awards

ISBN: 1591295505

To order: <http://budurl.com/TrueShortStories>

Harkening explores the little white lies and solemn truths that one charming, idiosyncratic family loves to repeat. Each story is stitched to the next to become a saga of their sojourn from Michigan through a vanishing railroad town in New Mexico, then into Utah and finally (and happily), to a place where individuality can thrive. *Harkening* has won three awards including Word Thunder’s Excellence in Writing award.

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### ***Tracings: A Chapbook of Poetry***

Finishing Line Press.

Awards: Award of Excellence Military Writers Society of America, Compulsive Readers 10 Best Reads.

ISBN: 1-59924-017-3

To order: <http://budurl.com/CarolynsTracings>

Tracings touches chords—both major and minor—for readers interested in nostalgia, tolerance, culture and aging. The author traces her life’s experiences and for her it feels like “a movie reel running backwards.”

-∞-

### ***She Wore Emerald Then: Reflections on Motherhood***

Co-Authored with Magdalena Ball

Self-Published in the fine tradition of poets everywhere

Awards: USA Book News finalist for poetry, Military Writers Society of America honorable mention

ISBN: 1438263791

ISBN 13: 978-1438263793

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

To order e-book: <http://createspace.com/3347796>

“[Both] poets continue to write poems that don’t sound either like banal Hallmark cards or the bitter-at-dysfunctional-family jeremiads that habitually torture MFA writing workshop participants.”

~Kristin Johnson, screenwriter and founder of the Warrior Poets Project

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**E-mail:** [HoJoNews@aol.com](mailto:HoJoNews@aol.com) **Phone:** 818-790-0502

**Amazon Sales Page:** <http://budurl.com/FrugalBkPromo>

*She Wore Emerald Then* is collaboration on the subject of motherhood by award-winning poets Magdalena Ball and Carolyn Howard-Johnson, both of them mothers and daughters. They worked together on a book of love poetry called *Cherished Pulse* to the acclaim of reviewers. *She Wore Emerald Then* is available as both an e-chapbook and paperback and is illustrated with tender photographs by May Lattanzio. As it happens, it was released the week of the death of Carolyn's mother—a fitting tribute.

-∞-

### ***Cherished Pulse, A Chapbook of Unsyrupy Love Poetry***

Co-Authored with Magdalena Ball  
Self-Published in the fine tradition of poets everywhere  
Awards: USA Book News finalist for poetry  
ISBN: 1438263791  
ISBN 13: 978-1438263793  
To order paperback: [www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)  
To order e-book: <https://www.createspace.com/3403894>

Carolyn calls this unsyrupy love poetry. It is part of the Celebration Series she and Magdalena Ball offer poetry lovers in place of traditional cards--for about the same price. For MyShelf.com Willie Elliott says it is "snapshots of love by two gifted poets."

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### ***Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions***

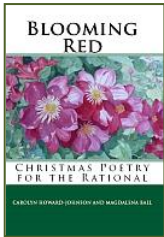
Coauthored with Magdalena Ball  
Self-Published in the fine tradition of poets everywhere  
ISBN: 144997774X  
To order e-book: <https://createspace.com/3419505>  
To order paperback: <http://budurl.com/Imagining>

Part of the Celebration series by Carolyn Howard-Johnson, this little \$6.95 book was written with the literate man in mind, a lovely tuck-in gift that goes beyond the typical greeting card.

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### ***Blooming Red: Christmas Poetry for the Rational***

Co-authored with Magdalena Ball  
Artwork by Vicki Thomas  
Self-Published in the fine tradition of poets everywhere  
ISBN: 9781449948245  
To order e-book: <https://www.createspace.com/3416064>  
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 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 a holiday greeting by contacting the authors at [HoJoNews@aol.com](mailto:HoJoNews@aol.com).

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### ***Deeper into the Pond: A Celebration of Femininity***



Co-authored with Magdalena Ball  
Artwork by Jacquie Schmall  
Self-Published in the fine tradition of poets everywhere  
ISBN: 978146115934  
To order for Kindle: <http://amazon.com/dp/B005G51I82Or>  
To order as an e-book: <https://createspace.com/3608866>  
To order for other e-readers at Smashwords:  
<http://smashwords.com/books/view/75299?ref=maggieball>  
To order as a paperback: <http://budurl.com/DeeperPond>

"Narcissus knows her own reflection well. She forgets to peer under burkas, in our jails, in the beds of the abused deeper, deeper into the pond beneath where some still suffocate."  
~Excerpt from the theme poem from *Deeper into the Pond*.

"Whatever your age these poems will speak to you of times to look forward to or to remember. These are not poems to be read once. They will stay with you forever." ~ Nancy Famolari, author.

-∞-

## **Coming!**

### ***Here's How I Don't Cook: A Memoir***

Being shopped by Agent Terrie Wolf, [terrie@akaliteraryllc.com](mailto:terrie@akaliteraryllc.com)

This romp through the kitchen of life will be published soon. Please stay tuned.

## Why a Second Edition of *The Frugal Book Promoter*?

We all know that book promotion (and life!) has changed since *The Frugal Book Promoter* was first published in 2004—particularly in ways that have to do with the Web, but in other ways, too. As an example, the publishing world in general is more open to indie publishing now than it was then. So, this update includes lots of information on ways to promote that were not around or were in their infancy a few short years ago. So here is what is new:

- The Second Edition has been reorganized.
- The Second Edition is almost twice as fat—read that “twice as chock full of promotions you can use.”
- The Second Edition still includes the basics that make you into an on-your-own publicist or a great partner for a professional publicist. That includes everything you need to know to put together the best, most effective media releases, query letters, and media kits possible. And how to utilize what you love to do most—write—to get the word out about what you love most—your book. If you loved the chapters like the ones on writers’ conferences, getting reviews, and book fairs or tradeshows, you’ll love the updated ones even more.
- You’ll love the chapters on what I call the game changers. These *really are* game changers! There’s information on using online bookstores to your benefit. And how to make your blog actually work for you. And how to save time with your blogging! And ideas for blog posts—even if you write fiction or poetry.
- You’ll find it loaded with resources you can use, but they’re all updated. There is new information that answers questions like these:
  - What is Carolyn’s simplified method for making social networks actually work—without spending too much time away from my writing?
  - How can I avoid falling into some of the scam-traps for authors?
  - How can I get into one of those big tradeshows like BEA?
  - What are the best “old-fashioned” ways to promote—the ones I shouldn’t give up on entirely?
  - How you go about writing (and publishing) an award-worthy book. And, of course?
  - How can I use the new QR codes to promote my book to mobile users? And to others?

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**Amazon Sales Page:** <http://budurl.com/FrugalBkPromo>

- What are the pitfalls of using the Web and how can I avoid them?
  - What are the backdoor methods of getting reviews—even long after my book has been published?

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## Praise and Recommendations for *The Frugal Book Promoter*?

"If you're going to read only one book to get other people to read your book, it should be *The Frugal Book Promoter*."

~ Tim Bete, director of Dayton University's Erma Bombeck Writers' Workshop and author

"*The Frugal Book Promoter* offers practical advice the author has gleaned from personal experience. Unlike other books and articles on the subject, this one is detailed—and it's chock full of ideas that even seasoned book promoters will not have tried."

~ Dallas Hodder Franklin, author and editor of SellWritingOnline.com

"Great book! My copy [of *The Frugal Book Promoter*] looks like a porcupine, so many pages are flagged with great tips to try."

~ Karin Ireland, author, motivational speaker

"Howard-Johnson has the comforting tone of a mentor and writes with the precision of a surgeon."

~ Francine Silverman, author and editor of Book Promotion Newsletter

"I'm thrilled with all the helpful info and I like the way you've clearly defined the various parts. Makes it much easier to use as a reference."

~ Vicki Malone, Publicist, Red Engine Press

"Carolyn Howard-Johnson's advice in *Frugal* is like having your own private tutor, writing coach, PR person, English teacher, salesman of the year, marketing agent and, once you've talked to her, cheerleader, all rolled into one. They ought to bottle her energy and sell it. I'll take ten bottles. Uh ... Make that twenty."

~ Queen Jaw Jaw, Author, *A Funny Thing Happened on the Way to the Throne*

"At last—a solid, sensible, systematic guide to the ins and outs of promotion and publicity. Written by a writer, *for* writers—Carolyn Howard-Johnson proves that she's not only an accomplished poet, essayist, and novelist, but also a marketing maestro!"

~ JayCe Crawford, *Cup of Comfort* author, copyright professional

". . . until now I didn't have many other staples to recommend to new authors looking for publicity."

~ Jenna Glatzer, author of *Make a Real Living as a Freelance Author* (Writer's Digest)

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**Amazon Sales Page:** <http://budurl.com/FrugalBkPromo>

"[Carolyn Howard-Johnson is] an incessant promoter who develops and shares new approaches for book promotion."

~ Marilyn Ross, founder Small Publishers of North America and coauthor of *The Complete Guide to Self-Publishing*

"*The Frugal Book Promoter!* I love it. Most authors don't have deep pockets for publicity, promotion, and marketing. The chapter on perks offered by Amazon is a perfect example of the kind of practical advice offered—the kind that took me months to discover."

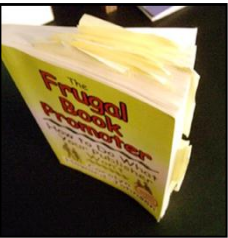
~ Rolf Gompertz, author, veteran publicist for NBC, and UCLA instructor

"*The Frugal Book Promoter* is excellent. . . . It has given me ideas that would never have occurred to me and has changed the way I think about book promotion."

~ Mark Logie, award-winning poet and short-story writer

"Interesting, informative, readable. Easy to follow quotes and technique mixed together wonderfully. This is an A-one job. I'm going to have to put it under my pillow. "

~ Leora Krygier, author of *First the Raven* and *When She Sleeps*



"While brainstorming marketing ideas with one of my authors, she informed me she had just purchased the book *How To Do What Your Publisher Won't*. My immediate reaction was an internal "oh no." Then I clicked to Amazon to order it and read up on what it was I wasn't going to be doing! When the neon yellow book arrived, I devoured it. I was hooked from the first line in Carolyn's acknowledgement:

'Oh, to remember all those who have been instrumental in the birth of a book!' By the time I was done there was as much neon-highlighter yellow inside as it was outside, and, as a fan of Post-its, I made the book look like a yellow-feathered peacock! Carolyn Howard-Johnson has "been there, done that" in marketing her own books and she packed all her hard-earned wisdom into this Frugal Book series."

~ Nancy Cleary, publisher. Photo also by Nancy Cleary.

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## Publicity, Appearances, and Acting (Partial)

Carolyn has appeared on hundreds of TV programs, radio stations—both national and local—expos, book fairs, panels and more. Here is a partial list.

### Print Media

**NEWSPAPERS: Glendale News-Press (LA Times Affiliate):** Front Page, color picture and Community Forum, March  
**LA Daily News:** With Picture. Subject: Quasi Memoir. never too late to follow a dream  
**Pasadena Star News & Associated Papers:** Arts and Entertainment  
**Ventura County Star,** Interview by Lisa Osborne  
**The Pasadena Weekly**  
**MAGAZINES: The Desert Woman**  
**Nevada Woman:** Interview by Jon Bastian with picture  
**UCLA Writers Quarterly,** several issues

### Cable and NetworkTV

**Coffee Break.** WLTZ-NBC, interviewed by Kathy Anderson  
**Connie Martinson Talks Books,** nationally syndicated  
**CBS2 Nightly News,** Palm Springs, CA. Interviewed by Peter Kulevich  
**Edna Talks,** Local Cable  
**National Armenian TV,** poetry reading

### Radio (Air)

**Connie Gotsch's KSJE Write On Four Corners.** Several appearances over the years  
**oe Mazza Show.** Syndicated 430 stations, six appearances  
**Jane Prince-Jones Show,** KFZO, Lubbock, TX and several return engagements  
**The Don Russell Show.** WSTC/WNLK, Norwalk, CT  
**Book Crazy.** KCTK960, Phoenix, AZ, Debbie Neckle Reviewer  
**KDSL Talk Radio,** Salt Lake City, UT., Lyle Morris, interviewer  
**Chuck Baker Show,** hottalk1460, Colorado Springs, CO  
**The John Taylor and Jay Bailey Early Morning Show,** WORC1310, Worcester, MA  
**The Nick D and Garry Lee Show.** WGN, Chicago, IL  
**The Jim Robey Show,** WCBC, Cumberland, MD  
**The Evie Ybarra Show,** KVTA Ventura, Ca. four appearances  
**The Demitri Vassilaras Show,** WWVA, West VA  
**Prime Time Drive,** hosted by Steve Bowers, News-Talk 101.5 FM, Jackson, TN  
**Talk with John Quintaine,** WJCW 910AM, Jonesborough, TN  
**Lee Mirabal Show, WSRadio.**  
**News/Talk. with Harrell Carter,** WNWs 101.5 FM, Jackson, TN  
**Lubbock in the AM,** KFYO, multiple appearances.  
**Beyond Words** with Fran Halpern at NPR affiliated NPR affiliate, 88.3 in Ventura County & 102.3 in Santa Barbara County  
And more than 100 Web streamed shows like **The Maxine Thompson Show, Voice of America,** and **Business Dialogue,** with Barry Allen, **KFNX 1100**

### Print Reviews and Interviews

**Library Journal, Midwest Review, The Book Reporter, USA Book News, Foreword, Nevada Woman, Sormag, The Jamaican Review** and more than 100 Web reviews and interviews

### Teaching/Seminars/Presenter

**UCLA Extension's Writers. Program Instructor from 2004 to present**  
**UCLA Extension's Instructor Development Program** certificate March, 2005  
**Founder/facilitator of Glendale Library Critique Group. Workshops,**  
**Panels** at bookstores like Vroman's in Pasadena  
**Audioclass Series** for Double Dragon Press and Tri-Studio

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**Seminars for Pen USA Fellows**, Antioch University, two years  
**Guest Lecturer for UCLA**; Instructors Eve Caram, Pam Kelly  
**UCLA Career Day** panelist, two year.

#### **Expos, Book Fairs, Libraries**

**Book Expo America**  
**Small Publishers of North America College** (SPAN), featured speaker  
**Great Salt Lake Book Fair**  
**San Bernardino Book Fair**  
**LA Times/UCLA Book Festival**  
**Call to Arts Expo, 2004**, Pasadena Convention Center  
**UCLA.s Fall Book Faire**  
**Romance Writers of America**, Orange County Chapter and San Diego Chapter  
**Authors and Arts Series**, Glendale City Public Library  
**The Monrovia City Library Speaker Series**,  
**American Women in Business**  
**Book Publicists of Southern California**, 2006, 2008  
**American Board of Hypnotists Conference**  
**Nevada's Writer's Conference**,  
**Dayton University's Erma Bombeck Writers' Conference** (two separate conferences)  
**San Diego State University's Writers' Conference**  
**West Hollywood Book Fair, 2005, 2007**  
**Duarte Book Fair, Diamond Bar Book Fair**  
**Sinclair Lewis Writers' Conference**  
**Vroman's Bookstore**, panel  
**Publishers and Writers of San Diego**  
**Pen & Paper Symposium**, Dayton, OH  
**Southern Book Fair**, Nashville, TN  
**California Writers Club, Sierra Branch**, Ridgecrest, CA  
**Wisconsin Regional Writers' Conference**, 2010  
**The California Gift Show**  
**The LA Mart**  
**California Marketing Center**  
**National Stationery Show**, 2010, 2011

#### **Signings and Featured Readings**

**BEA: Book Expo America Official Signer** 2001, Chicago, IL; **Biblio** booth, 2007; **USA Book News** booth, 2008  
**Waldenbooks**: Los Angeles (Macy.s Plaza), CA; Burbank, CA.; Thousand Oaks, CA; Brea,CA; Downey, CA; Lakewood, CA; Montebello, CA; Palmdale, CA.; Orange, CA; Baldwin Hills, CA; Provo, UT; Murray, UT; Columbus, GA; Norcross, GA; Atlanta, GA; Duluth, GA; San Bernardino, CA; Palm Desert, CA; Moreno Valley, CA; Brentano's: Sherman Oaks, CA; Atlanta, GA  
**Glendale Community College Bookstore** and dozens more  
**Autry Museum of Western Heritage**, Griffith Park, LA  
**The Great Salt Lake Book Festival**, SLC, UT  
**Vroman's**, Pasadena, CA  
**Frugal Frigate**, Redlands, CA,  
**Penelope's Book Café Gallery**, LaCanada-Flintridge, CA  
**Inland Empire Bookfest**, San Bernardino, CA  
**The Desert Woman Newspaper** Annual Book Lovers Luncheon, Palm Desert and return visits  
**Wal-Mart and Sam.s Club** Reading for Literacy Day, Palm Springs and Cathedral City, CA.  
Three Faces of Tolerance, presented by The **Glendale Coalition for Human Equality** and **The Friends of the Glendale Library**.

#### **Acting**

**Apple Computers**, print  
**Time-Life CDs**, national TV commercial  
**Lenscrafters**, national TV commercial  
**Cierra Digital Photo Frames**, national TV and Web  
**Medical Services**, regional TV

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## Recognition and Awards (Partial)

- **California State Legislature's Woman of the Year in Arts and Entertainment Award**, 2004.
- **Franklin Christoph's Poetry Prize**: First prize of 3,000 entries, 2010
- **Reviewers' Choice Award**: *This is the Place* named first place, Sime-Gen's mainstream category, 2001
- **Red Sky Press Award**: 2001, judged by Rose A. O. Kleidon, Prof. Emeritus English. Akron University
- **Masters Literary Award**: Finalist 200.
- **New Millennium Literary Award**: Semifinalist, 1400 entries, June, 2001
- **Mille Club**: Honored by AmErica House, Baltimore, Md. for sales and promotion
- **Preditors and Editors Readers Poll**: *This is the Place* named Top 10 Novels for 2001, 2002. *Harkening* named Top 10 Literary books, 2003
- **NUW's Award of Excellence**: Editor: Kristie Leigh Maguire
- **MyShelf.com**: Ten Best Reads: *This is the Place*, 2002, *Frugal Book Promoter*, 2005
- **Women WritingOnLine Award**: Honorable Mention, First person essay "Life Begins at 60"
- **Zino.com**: Award for Outstanding Article, May, 2003: "Taking a Dose of What's Good for You"
- **Book Crazy Radio Network**: Award celebrating 100 reviews
- **Long Story Short**: Poem of the Month, 2004
- **#1 Best Sellers**: EBookAd.com, *Frugal Book Promoter*, 2004. Also #1 bestseller at Starbooks.co, 2005
- **Reviewer's Choice Masterpiece**: selected by reviewer Lori Soard for WordMuseum.com.
- **Readers' Award**: For *The Pedestal Magazine* for poem
- **Glendale's Character and Ethics Committee**: Recognition for work promoting tolerance
- **Book Publicists of Southern California**: The **Irwin Award** for best cost-effective publicity campaign
- **Pasadena Weekly's** list of **San Gabriel Valley's Women Who Make It Happen**: 2005
- **The Compulsive Reader**: The Year's 10 Best Reads of 2004, for *Tracings*
- **The Military Writers' Society of America**: Silver Award of Excellence for *Tracings*, 2006.
- **Publishers and Writers of San Diego**, honorary member, 2007-2008
- **American Business Women's Association (ABWA)**, outstanding woman, 2007
- **Amazon.com Top Ten Books in Sales**, *The Frugal Editor*, Sept. 2007
- **Top 10** Podcast on AuthorAccess.com, 2009, 2008
- **Star Publish Top Selling Book** since publication
- **Reader Views Literary Award**: *The Frugal Editor*, publishing category, 2007
- **New Generations Indie Book Award**: First place for marketing campaign
- **New Generation Indie Book Award Finalist**. *The Frugal Editor*, how to category, 2008
- **USA Book News Best Books Winner 2004**: *The Frugal Book Promoter* and **2007**, *The Frugal Editor*
- **USA Book News Best Books Finalist, 2009**: *She Wore Emerald Then* and *A Retailer's Guide*
- **#1 Podcast on Reader Views**, 2008
- **Gold Medal Award**: *Frugal and Focused Tweeting*, Military Writers Society of America, 2010
- **Honorable Mention**: *She Wore Emerald Then*, Military Writers Society of America, 2010
- **Delta Gamma Fraternity's Oxford Award**

### AWARDS FOR BLOGS

- **Blog of the Day**, SharingwithWriters.blogspot.com
- **Writers' Digest's 101 Best Web sites 2008**, SharingwithWriters.blogspot.com
- **Brilliant WeBlog Precio 2008**, SharingwithWriters.blogspot.com and TheNewBookReview.Blogspot.com
- The New Book Review named to **101 Book Blogs You Need to Read** by Online Universities.com

### AUTHOR-OF-THE-MONTH, FEATURED AUTHOR AND BOOK-OF-THE-MONTH

**Tomrbooks**: Calley Moore, Editor.

**Aspiring Authors**: Diana Redman, Editor.

**Word Thunder**: Sarah Mankowski, Editor.

**My Shelf**: Brenda Weeaks, Editor.

**Authors' Cove**: First Featured Writer of the Month. Erika Michell, Editor.

**Poems for You**: Featured Book of Poetry, Kristin Johnson

**Speechless The Magazine**: Featured poet, poems from *Tracings*.

**Tri-Studio**: First Featured Poet. Editor Kathe Gogolewski.

**Queen Jaw Jaw**: Featured Author, Georgia Richardson, Editor

**MichelleDunn.com**: *Frugal Book Promoter* is her Writers' Resource Book-of-the-Month for June 2005

**Writing News**: *Sharing with Writers* newsletter honored. Editor Belinda Hughes.

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## Publications (Partial)

### **PUBLICATIONS:**

**Copperfield Review:** Excerpt TITP summer, 2002; Poem "Peril," 2003

**Penumbra, Calif. State Univ. Stanislaus.** literary

journal: Short story, ".Helper, 2003.

**The Banyan Review:** Short story .Grandfather Rock, July, 2003

**Sparks Magazine** Poem "Woman's Day," 2003.

**Subtle Tea** Poem "Woman's Day," 2003.

**The Feminist Journal:** Poem "Woman's Day," 2003

**Yarrow Brook Review:** Poem "Where I Am," 2002

**Flash fiction,** .Remembering Joe, 2003

**Poetic Voices:** Villanelle "Adaptation," 2003

**Lunarosity:** Poem, ".Pleading for Sylvia," 2004.

**Mochila Review:** Poem "Big Screen Snack," 2004

**Long Story Short:** Poems, "Bon Sai,". 2004;

"Woman.s Day," 2004; Short story, "A Not-So-

Stupid-Crook Story," 2004; "Shopping on

Robertson," 2004; Poem, "Children Today Don.t

Have Enough Leisure Time," 2004, "Musing Over a

New Calendar" and ".New Year," 2005

**Apollo.s Lyre:** Poem, "Deciphering Sound," 2004.

**The Pedestal Magazine:** Poem, "Olvera Street Tutorial," 2004

**The Literary Mama:** Short story "Finding the Way," 2004

**The Journal of the Image Warehouse:** Poems,

"The Dangerous Lizard of Gabon," "Poetry be

Damned,"and "Perfectly Flawed"

**Re)verb:** Poem ".Faith in LA,".2005

**Mindprints:** Allan Hancock College, Santa Maria,

CA., Poem "Bon Sai," 2005

**Edifice Wrecked:** Literary Journal, poem

"Shelf Life," 2004

**Top 7 Business,** Edited by Christopher M. Knight

**Sunspinner Magazine:** Poem, "Olvera Street

Tutorial," 2005

**The Beat** (Literary Magazine): *Harkening* Excerpt,

"Neighbors," 2005

**Mary, Mt. St. Mary's College** Journal, 2005

**Niederngasse,** an international journal

"Eavesdropping at the "Writers' Faire," 2005

**Penwomanship,** Poem, "Antigua's Hope," 2005

**Barricade,** Edited by John Newmark, "Upon

Safety," "Illusion" and a "New Way to Think," 2005

**Travelers' Tales,** Excerpt "Ever Heard of Terezin?" 2006.

**A-pos-tro-phe:** Poem "The Lecture: Incomplete Considerately Abridged."

**Riley Dog:** Excerpt from a poem "The Lecture:

Incomplete and Considerately Abridged," 2006.

**Subtle Tea,** edited by D. Herrle, Poems, "Learning About Sex When All Else Fails" and "Another Day." 2006

**Under the Roc,** Poem, "Shelf-Life," 2007

**Lunarosity,** Short short story, "Artemis," 2007.

**Muscadine Lines:** A Southern Journal , "Dandelions in Autumn," 2007

**Romance Writers Report:** "Query Letter No-Nos," 2008

**Coffee Press Journal,** poem, "The Fragile Art of Warfare," 2007

**Life in the USA,** short story, "A Not-So-Stupid-Crook Story," 2007

**Fiction Flyer,** flash fiction, "Trying to Love Artemis," 2008

**Pear Noir,** poetry journal, "Death by Ferris Wheel," 2009.

**Montana, Writings from the River.** associated with State University', poem "Clarion Call," 2009

**Dash,** poetry journal of the Creative Writing Club and

Department of English, Comparative Literature and

Linguistics at California State University, Fullerton. "Long

Before They Closed Down the Napster," Spring 2009

**Long Range Literary Journal,** associated with Montana

State University short story "Grandfather Rock," 2010

**Manzanita Literary Journal,** associated with Calavaras

Arts Council poem, "Sacred Stories of the Sierras," 2011

**Solo Novo 2011: Wall Scrawls** published by Solo Press, a poem, "Inevitably Walls," 2011

**ANTHOLOGIES:**More than a dozen anthologies. List on request.

**COLUMNIST:** **MyShelf.com;** **Book Review Café.com;** **Sell Writing Online.com;** **Home Décor Buyer;** **Pasadena Star News;** **Salt Lake Tribune;** **Authors Almanac;** **Writers' Journal**

### **CONTRIBUTOR:**

**Effort and Surrender** by Eric Dinyer, Andrews McMeel

Publishers: wrote the introduction. **Support Our Troops**

by Eric Dinyer: wrote the introduction

**Cooking by the Book:** intended to feed readers'.appetites

for books as well as their tummies

**Musings: Authors Do It Write!** A Collection of essays from twelve international writers.

### **BOOK CLUBS:**

**NUW's Selection:** *This Is the Place,* 2002; *Harkening,* 2003.

### **PROFESSIONAL:**

**UCLA Extension Writers Program,** instructor **Founder,**

**Facilitator Critique Group,** Glendale Library System

**Yarrow Brook Literary Review:** Editorial

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**G.A.P.**, publisher, advisory board  
**Maguire-Gisby Associates**, publicists, advisory board  
**Poets & Writers**: Listed in Directory of American Poets and Fiction Writers.

**OTHER:**

**Glendale News-Press**, Book, Movie and Theater Reviews  
**ApploLyre.com**  
**SellWritingOnline.com**

**MyShelf.com**

And several other Web sites and online newsletters.

**RETAIL FREELANCE:**

**Giftbeat**  
**Home Décor Buyer**  
**Gift and Decorative Accessories**  
**CBC** advertising insert in trade magazines

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# Carolyn's Seminars and Workshops

Carolyn Howard-Johnson has nearly three decades experience planning and implementing trade show seminars. She has appeared on more than 300 radio and TV programs. She speaks on subjects aligned with *This Is the Place, Harkening: A Collection of Stories Remembered, Tracings, The Frugal Book Promoter: How to Do What Your Publisher Won't* and *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*.

## **Savvy Marketing for Authors: It's Never Too Late—or Early—to Hone Your Promotion Skills**

Because they don't face the realities of today's publishing world well before their books are released, even authors with superbly written books and prestigious publishers may find themselves facing unpleasant marketing surprises. This seminar helps writers brand themselves rather than "sell books." Carolyn Howard-Johnson shares her experience as a former public relations professional and as the primary promoter of her own four books. You'll construct the marketing framework for your own book's success. This plan can help you land an agent and publisher and may be used later by you—the author—your publisher or the PR professional you hire. Even seasoned authors will learn practical approaches to book promotion they never knew existed.

## **Bring the Dead Back to Life Using Your Genealogy and New Publishing Technology**

Now you've done the research, what next? Carolyn gives 10 quick and easy ways that anyone can turn family history into bedtime reading for kids from 1 to 100.

**Fighting Cultural Division with a Pen** The most recent census made "cultural division" the newest buzzword. Carolyn talks about her life's passion, fighting subtle prejudice before it explodes into news-making destruction.

**Danger Ahead: Losing Women's Rights in the New Millennium** California voted to rescind their affirmative action statutes. US foreign aid was withdrawn from countries that offer family planning services to their underprivileged. Recent studies show that the gap between salaries for men and women has improved little since the 50s. Carolyn reminisces about what it was like to nurture a career against political and cultural odds, and shares her concern that women under 30 may forget women's history and let their new rights disintegrate.

**What You Always Wanted to Ask about the Mormons But Were Afraid to Ask** There is widespread misunderstanding about the Mormons and the state of Utah because people hesitate to ask. Carolyn lovingly shares questions she has been asked about her home state and takes questions from the audience.

**Polishing A Novel Involves More than Removing the Blemishes** Carolyn shares nifty little tricks of the trade for tweaking a novel that come from articles she has written like "How to Make Lead Adverbs into Metaphorical Gold" for SPAN's national newsletter.

**Use Your Writing Skills to get Free Publicity** Carolyn was a publicist for Eleanor Lambert Agency in New York and did publicity for her own retail chain of stores. She is the author of *The Frugal Book Promoter* and has written articles on publicity for *Home Décor Buyer* and others. She'll share secrets about how writers can use their own writing to garner publicity.

**Toward Writing Poetry Editors Will Want to Publish: 10 Tips that Work** Many writers are intrigued by poetry but never learn the secrets for making it work for them.

**Jump-start Your Credibility: Publish a Book!** Entrepreneurs and professionals are finding it harder to get the exposure they need to grow their businesses. Ta Da!! Enter the world of publishing. It is easier and more important than ever before to use the prestige that accompanies being an author as an entree to FREE print space and air time. Carolyn Howard-Johnson will convince you that you must publish, put you on the road to making intelligent choices for your book and help you assure its success and that of your practice/business with new approaches to FRUGAL promotion.

**Put Your Best Book Forward: On-Your-Own Editing to Impress Gatekeepers** Carolyn shares tips for editing all the documents a writer must do on their own and quickly—when they have no time or money for professional editors.

**Workshops and dramatic readings are also available.**

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## Unsolicited Praise for Carolyn's Seminars

"Yours was simply the most informative workshop I've ever been to. And your book is going to be, as Gordon Kirkland promised, tattered in short order."

~ Jennifer Brown, attendee at Dayton University's Erma Bombeck Writers' Workshop

"You provided step-by-step information that I can use right away to advance my career. Your workshop was AWESOME!"

~ Dorothea Helms, The Writing Fairy and attendee Erma Bombeck Writers' Workshop

"It was a delight to attend your workshop at the Erma Bombeck Conference this past weekend. I'm just about to launch my Web site and e-newsletter, so your branding information came just in the nick of time. I'll be making some changes to my site with the information you shared."

~ Karen Bryant, author of *Journeys: 50,000 Miles of Wise Women*

"You are what I describe as an energy-giver. So many people today are energy-drainers."

~ Dorothea Helms, Dayton University workshop attendee

For more information and endorsements for Carolyn's speaking go to  
[http://www.HowToDoItFrugally.com/speaking\\_&\\_judging1.htm](http://www.HowToDoItFrugally.com/speaking_&_judging1.htm)

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## Sample Review

Permission granted by Magdalena Ball to print this review at no charge. The reviewer requests that the article not be abridged and be credited in full.

**A Must-Have for Any Author**

### **The Best Promotional Money You'll Ever Spend**

**Reviewed by Magdalena Ball for *Compulsive Reader***

*The Frugal Book Promoter*, second edition  
How to get nearly free publicity on your own or by partnering with your publisher  
By Carolyn Howard-Johnson  
ISBN: 978146273219`  
416 pages

I can't think of a better book promoter than Carolyn Howard-Johnson. She really practices what she preaches, sending out ceaseless media releases, making every word she writes counts, branding herself through the judicious and regular use of the byline, and networking in a kindly, and effective way that extends way beyond the boundaries of her immediate location. If you think that this kind of promotion is an incidental part of your new book's life, think again. As Howard-Johnson knows better than anyone, it simply isn't enough to rely on a publisher to publicize your book. Small publishers can't afford to, and large ones will only spend big dollars on famous names. As with all of Howard-Johnson's work, *The Frugal Book Promoter* is written in clear, down to earth prose which will make you feel as though you've known the author all your life. The book is full of handy, easy to remember tip sheets and ideas which can be as simple as pulling out an old piece of work, reworking it, and sending it off to a new market, or as complex as managing an entire book launch, or putting together a media kit.

How does this writing and publishing help you promote your book? It's all about something called branding (see Chapter Two). Every time your byline appears, you are making editors, agents, webmasters, and other writers aware of you and what you do. Every time you are published, for pay or not, your tagline appears complete with a link to your Web site, your e-mail address or a bookseller's site. Every time you are published, that achievement becomes part of your résumé, part of your media kit, part of the confidence you need to promote with your chin up and a brave smile on your face.

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*The Frugal Book Promoter* covers things like the nature of public relations, the all-important concept of self-branding, taglines, pulling together a pitch, a step by step guide to building a media kit, building credentials, using other forms of writing to sell your book, creating a newsletter, using writer's conferences, networking, setting up a Web site, creating mailing lists, working with contracts, whether you should hire a publicist, how to design a good book cover, using blurbs, getting a professional photo, using promotional items, how to capture the publicity editor's attention, using postcards, obtaining and using book reviews, getting media interviews, television and radio, book expos, reading groups, book signings, using free e-books, and lots more.

Throughout the book are quotes and suggestions from well known self-publicists and experts in the publicity field, along with a wealth of anecdotal information from Howard-Johnson's own considerable experience. There are lots of examples, as well as some practical templates that readers can modify to suit their own needs, along with checklists, and a wealth of hyperlinks to other sources, some well known and some fairly secret.

There aren't many books on this topic on the market, and Howard-Johnson's is a very practical and easy to use guide which every new author should have. Don't wait until your book is on the market before you get hold of *The Frugal Book Promoter*. Howard-Johnson makes the point that it is never too early to begin branding yourself and working the media, and suggests putting your media kit together before you finish your book. Nor do you need to spend a fortune to get your name and book out in the public eye. The low cost, and even fun suggestions in this book are worth media gold.

"I now have everything at my finger tips to move my publicity campaign to a new and higher level." ~ Margie Gosa Shivers, author

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

"This book might be nicknamed The Frugal Promo Bible."  
~ David Herrle, editor SubtleTea.com

## Sample Short Review

### Review by Maryanne Raphael for Writing World

*The Frugal Book Promoter*, second edition  
*How to get nearly free publicity on your own or by partnering with your publisher*  
By Carolyn Howard-Johnson  
ISBN: 978146273219; 416 pages

*The Frugal Book Promoter* is a fun-to-read, easy-to follow book with step by step instructions on how to promote your book easily and inexpensively. Carolyn Howard-Johnson, a professional publicist and award-winning author, shares her expertise. She tells how to get the most from this book, "Consider everything offered as if you were testing desserts at a smorgasbord; then select what suits your book, your personality and your pocketbook." Indeed, there is good advice here for every author.

"Publicity is a matter of style," according to the author. Her style is original, exciting and humorous, as she gives us most of the essentials about promotion, publicity and public relations

"Traditional markets count dollars; guerrilla markets count relationships," she says while giving details on how to get an editor's attention, and how to build relationships with the media, editors, readers and librarians.

She says the most powerful promotion tool today is the Internet. She teaches us how to set up and use a Web site, how to use search engines, e-groups and chat rooms. She explains how to use Amazon.com to publicize and sell your book and gives authors a quick path to this knowledge. She summarizes: "The best way to get that publicity is to know your book, know your audience and know what's happening in the world." I would recommend ***The Frugal Book Promoter*** to any author who ever hopes to have a book to promote.

Maryanne Raphael [www.authorsden.com/maryanneraphael](http://www.authorsden.com/maryanneraphael)

"No matter what I'm doing right now, I would rather be writing."

"I appreciate all the wisdom & pep you've collected in this book!"  
~ Rebecca Brown, editor and publisher RebeccasReads

## Section II: Making Life Easy for Editors and Producers

### Tip Sheet

Permission is given to print this tip sheet in its entirety, including byline and tagline. No charge will be incurred by the publisher.

### One Dozen Publicity No-Nos or How to Avoid Being a PR Numbskull

Excerpted from  
THE FRUGAL BOOK PROMOTER

1. Don't assume your publisher will publicize for you.
2. Don't publicize your book; instead "brand" yourself.
3. Don't ask an editor, producer or host for "publicity." They are not in business to do favors for you.
4. Don't send a publicity or a news release. It's a "media release."
5. Don't send material to media professionals who have been dead for over a year or were fired for showing preferential treatment to friends.
6. Don't avoid all controversy. It may be your prescription for getting noticed.
7. Don't discard the word "ethics" from your campaign.
8. Don't pretend those who visit your Web site are only there to purchase your book.
9. Don't depend only on e-mails and faxes to get the word out to editors and booksellers.
10. Don't toss your books on marketing into your circular file once your book has been launched.
11. Don't treat your book sales like a hobby.
12. Don't believe everything about publicizing books (or writing them!) that you read on the Web. Consider the source. Check credentials.

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Carolyn Howard-Johnson is the award-winning author of *This is the Place, Harkening: A Collection of Stories Remembered*, and *Tracings*, a chapbook of poetry. She is also the author of *The Frugal Book Promoter: How to get nearly free publicity on your own or partnering with your publisher* and *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*, both award-winners. This tip sheet is one of many she uses to share her publicity secrets with fellow authors. Learn more about her at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com).

## First Person Essay

Permission is given to print this essay in its entirety, including byline and tagline.  
No charge will be incurred by the publisher.  
Shorter versions of this essay are available.  
Some versions focused on cancer recovery and other topics are also available.  
Contact the author at [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

**Beating Time at Its Own Game**

### **Life Begins at 60**

**By Carolyn Howard-Johnson**

Sometimes the big barriers in life aren't abject poverty, dreaded disease or death. Sometimes it's the subtle ones set upon us by time and place. The ones that can't be seen and can't be acknowledged because we don't know they are there. They creep up silently on padded feet and, if we sense them at all, we choose not to turn and face them.

The decade of the 50s was a time when these kinds of barriers faced those with dark skin, those who lived in closed religious communities, and those who were female.

When I applied for a job as a writer at Hearst Corporation in New York in 1961 I was required to take a typing test. I was piqued because I wasn't applying for the typing pool; I was applying for a post as an editorial assistant.

I was told, "No typing test, no interview." I took the test and was offered a job in the ranks of those who could whip out seventy-in-a-minute. I had to insist upon the interview I had been promised. I was only twenty and had no real skills in assertiveness. Today I am amazed I had the wherewithal to do that.

The essentials of this anecdote lie in the fact that I was upset for the wrong reasons. My irritation was a reflection of hubris. However, that pride was probably what goaded me into speaking up; pride is not always a bad thing to have.

It never occurred to me that this requirement was one that applied only to women, much less that I should be angry for the sake of my entire gender.

Prejudice is sometimes like traveling on well-worn treads; you have no idea you're in danger. It also feeds on the ignorance of its victims who benignly accept their lot because they know no better.

Something similar was at work when I married and had children. I happily took a new direction to accommodate my husband's career and the life the winds of the times presented to me. I left my writing with hardly a backward look. Back then, in the days before women had been made aware, the possibilities were not an open book to be denied or accepted. I just did what was expected by my culture.

Things are so much better now. I don't think women younger than their mid-fifties have any idea or how ignorant most women were to their own possibilities. That there was a time when we didn't even know we had choices is not fiction. Most women were full time mothers and often didn't drive or have their own transportation.

I had always wanted to sit in a forest or an office or a newsroom with a pencil in hand. I dreamed writing, lived writing and loved writing. I wanted to write the next "Gone with the Wind," only about Utah instead of the South. I had a plan that was, itself, gone with the wind.

It was the 1950s and women in that time, and especially in that place, had no notion of who they should be, could be. It was difficult to think independently; most everyone around them had difficulty seeing the difference between society's expectations and their own.

"You can't be a nurse," my mother said, "Your ankles aren't sturdy enough." I also was told I couldn't be a doctor because that wasn't a woman's vocation.

"Be a teacher because you can be home the same hours as your children, but learn to type because every woman should be able to make a living somehow if her husband dies."

Writing was not a consideration. It didn't fit any of the requirements for women or for making a solid living. So when I gave it up, it didn't feel like I was giving up much.

When I began to put myself through college I took the sound advice and studied education so I'd have a profession. I made 75 cents an hour (this was, after all, the 50s!) working as a staff writer at the *Salt Lake Tribune*.

That I was making a living writing didn't occur to me. I met a handsome young man and we were married. His career took precedence; that was simply how it was done. Then there were two children, carefully planned, because I had seen many women in my home state bear children beyond what they could afford and their bodies could withstand. I was learning. By the 70s we both yearned for a career with autonomy, one where we could spend time with our children and be in command of our own lives.

My dream was a victim of the status quo. It never occurred to me to just strike out in my own direction when my husband and children needed me. The pain was there. I just didn't recognize it so I could hardly address it and fix it.

My husband and I built a business. We raised a lawyer and a sociologist, grew in joy with a grandson, lived through floods and moves, enjoyed travel. For forty years I didn't write and, during that time, there were changes. Women had more choices and they had become more aware. The equipment—the gears and pulleys—were in place for a different view on life. In midlife I became aware that there was an empty hole where my children had been but also that the hole was more vast than the space vacated by them. I knew I not only would be able to write, I would need to write.

Then I learned that, if those who live until they are fifty in these times may very likely see their hundredth year. That meant that I might have another entire lifetime before me—plenty of time to do whatever I wanted. In fact, it's my belief that women in their 50s might have more time for their second life than they did for the first because they won't have to spend the first twenty years preparing for adulthood.

One day I sat down and began to write the "Great Utah Novel." I thought it would be a lot easier than it was. I had majored in English Lit. Writing a novel should be pretty much second nature.

It wasn't long before I realized it wasn't as easy as writing the news stories or the media releases I had written as a young woman. There were certain skills I didn't have. It was a discouraging time. I might not have to learn speech and motor skills and the ABCs, but there sure was a lot I didn't know about writing.

Somewhere after writing about 400 pages (easily a year's work), I knew something major was wrong.

I took classes at UCLA in writing. I attended writers' conferences. I read up on marketing. I updated computer skills that had been honed in the days of the Apple II. And all the while I wrote and revised and listened and revised again. *This Is the Place* finally emerged.

It is about a young woman, Skylar Eccles, who is a half-breed. In Utah where she was born and raised, that meant she was half Mormon and half any other religion. Skylar considers marrying a Mormon man in spite of her own internal longing for a career. By confronting her own history—several generations of women who entered into mixed marriages—and by experiencing a series of devastating events, she comes to see she must make her own way in the world, follow her own true north.

Much of what I wrote about is my own story. If my novel were a tapestry, the warp would be real but the woof would be the stuff of imagination—real fiction.

I think I bring a unique vision to my work. Utah has a beauty and wonder of its own. The Mormons are a mystery to many. I tell a story about Utah in the 50s that could only be told by someone who lived in that time and place and who was a part of the two cultures—the Mormon and non-Mormon—that make it whole.

I am proud that I did it. I'm glad that I waited until I was sixty. Forty years brought insight to the story in terms of the obstacles that women faced in those days.

I also like being proof that a new life can start late—or that it is never too late to revive a dream.

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Carolyn Howard-Johnson is the award-winning author of *This is the Place*, *Harkening: A Collection of Stories Remembered*, and *Tracings*, a chapbook of poetry and several other chapbooks with Magdalena Ball. She is also the author of the multi award-winning HowToDoItFrugally series of books for writers and retailers. Learn more about her at [www.howtodoitfrugally.com](http://www.howtodoitfrugally.com)

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## Sample Interview: Book Promotion

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Photo by Nancy Cleary, publisher and reader of *The Frugal Book Promoter*

### Interview by Kelly Klepfer for NovelJourney.blogspot.com

Carolyn Howard-Johnson's first novel, *This Is the Place*, won eight awards. Her second book, *Harkening: A Collection of Stories Remembered*, creative nonfiction, won three. Her chapbook of poetry *Tracings*, was named to the Compulsive Reader's Ten Best Reads list and was given the Military Writers' Society of America's Silver Award of Excellence. An instructor for UCLA Extension world-renown Writers' Program, her book *The Frugal Book Promoter* is recommended reading for her classes, and was named USA Book News' "Best Professional Book 2004." It is also an Irwin Award winner. Her second book in the HowToDoItFrugally series is *The Frugal Editor: Put Your Best Book*



*Forward to Avoid Humiliation and Ensure Success* is also a USA Book News award-winner as well as the winner of the Reader View's Literary Award in the publishing category. She is the recipient of both the California Legislature's Woman of the Year in Arts and Entertainment Award and the Glendale American Business Women's Association's Woman of the Year award. Her community's Character and Ethics Committee honored her for promoting tolerance with her writing. She was also named to Pasadena Weekly's list of 14 "San Gabriel Valley women who make life happen." She is also a popular speaker and actor. Her Web site is [How to do it](http://www.HowToDoItFrugally.com)

[Frugally.](http://www.HowToDoItFrugally.com)

**Kelly:** What mistakes did you make on your way to marketing geniusness? (I'm prone to making up words....feel free to use your own favorite non-word here if you've got one...)

**Carolyn:** Oh, I love making up words. I even mention that and how to handle them in *The Frugal Editor*. I made lots of mistakes. Mistakes are how you learn. But most of the mistakes I made would be classified more as publishing mistakes than marketing ones.

The one I have the most difficulty with now is editing. Once you have a book out about editing (*The Frugal Editor*) it is especially humiliating to be caught with your typos down.

Most people don't connect editing with marketing, but the quality of the work you put out there is part of your branding (your image) and that's marketing for sure! I guess I am lucky that the other part of my branding has been the word "frugal" so that I can always cop that I was too chintzy to hire that extra pair of eyes I so strongly recommend.

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**Kelly:** As a guru for inexpensive self-promotion, give us a best "bang for your buck" marketing idea.

**Carolyn:**

Web promotion is the Big Bang. There is much there that will only cost you your time and all kinds of ways to do it. Web promotion also appeals to the shy writer. They don't have to get out and speak or teach or do radio or TV to do it. Though I don't recommend anyone hide behind her computer.

**Kelly:** A bit of wisdom from the Frugal Editor....

**Carolyn:** Mmmmm. Wisdom. At my age I should have some of that. I'm trying to think of something you haven't seen before. Let's see. On your first contact with publisher, agent, editor or any of the other gatekeepers, go for zero-tolerance editing. Most of them are steeped in tradition and won't be amused by arguments like, "That's the way I like it," or "This is merely a style choice I'm entitled to make." In fact, they won't bother to argue with you. They may just deep six your manuscript before they've even read the first page. And the only thing you'll ever know is that your gorgeous, beautiful, original novel didn't sell as you hoped it would.

**Kelly:** And one more....wisdom for a first impression....

**Carolyn:** You brush your teeth in the morning and pull the rats' nests out of your hair, right? That's branding. So think about what message you're sending with the color of your blouse, the kind of paper you choose and the perfection of your query letter.

**Kelly:** What is the worst marketing/promotion mistake a writer might make?

**Carolyn:** Actually the worst one is not to do it. Out of fear. Out of lack of know how. Or because a writer still believes their publisher will do it for them.

**Kelly:** How can we avoid errors that cripple our attempts to promote?

**Carolyn:** Let's be very, very serious for a minute. We learn from errors. The worst error we can make is to fear making them so badly that the fear paralyzes us. Sure, do your homework. Read your books. Take a class. Get a consultant. But also do some diving. You can't make a splash if you don't. Also, most people (the ones with heart) will be accepting of an honest effort and some will even offer some advice if you boo-boo.

**Kelly:** Describe today's reader based on your observations.

**Carolyn:** Readers (and movie-goers too) like to think they are reading the TRUTH. You know, "based on a true story." I don't know where we'd be without the truths of

the likes of fiction writers like Joyce and Dostoevsky so I don't like to hear that. Still, it doesn't hurt to be aware that attitude is out there when you're marketing fiction, too.

**Kelly:** What changes have you noticed in publishing recently? Do you find these changes good or not so good, explain your answer.

**Carolyn:** What I saw at the last Book Expo America was that the huge New York publishers are borrowing from independent authors and publishers. Things like the use of digital printing, as an example.

**Kelly:** What one or two things could you share with Novel Journey readers that might surprise them regarding book promotion?

**Carolyn:** I think it's important for authors to know they can find some way to promote that suits both their pocketbooks and their personalities. You can promote by writing. There are a few chapters on how to do that in *The Frugal Book Promoter*. One of those ways is by reviewing books by other authors. Another is by writing articles for what some call article banks. You can find a list of those article banks on the Resources for Writers section of my Web site. They're also called content providers. The URL is: [http://www.howtodoitfrugally.com/media\\_release\\_disseminators1.htm](http://www.howtodoitfrugally.com/media_release_disseminators1.htm) .

**Kelly:** If you could say one thing to aspiring authors what would it be?

**Carolyn:** YOU CAN BE IN CONTROL OF YOUR OWN WRITING CAREER. Yes, I am yelling because I really, really want you to hear. You can shoot for a publishing and writing career of your choice but you are not at the mercy of traditional modes of publishing any longer.

**Kelly:** Parting words, words of wisdom, the perfect answer to the question you wished I asked, or random thoughts.....

**Carolyn:** Of course there are always heartfelt thank yous. But another of my favorites (because it was so true for me) is that it is never too late to start writing, to start telling your story. I'd like people to know about the free newsletter I edit. It's full of great promotion and editing tips, stuff on the craft of writing and its interactive (meaning I encourage subscribers to contribute). One can subscribe to *Sharing with Writers* by sending an e-mail with "Subscribe" in the subject line to HoJoNews@aol.com. Oh! And my blogs!

## Sample Interview: General

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### **On Karma, PR, Frugality, and Other Matters**

Interview by Kristin J. Johnson for MyShelf.com

**Kristin: Congratulations on your third book, Carolyn. With all the book promotion how-tos out there, this stands out. How did you get the idea?**

**Carolyn:** In *The Frugal Book Promoter*, I advise writers to recycle. This book is an example of that concept. I looked at my computer—at all the articles I had written on promotion for trade magazines, for Web sites and for the *SPAN Connection* (the newsletter for the Small Publishers Association of America)—and thought, darn! I almost have a book there!

I didn't do anything about it right away but then I kept seeing how fellow authors struggle with the concepts of publicity—in fact with the idea that they have to do their own promotions at all! So I put my novel aside and did it. It was a labor of sharing and love, really.

**Kristin: You're a well-respected columnist on literary trends, such as the Noble Prize for Literature. What do you think of the publishing market today?**

**Carolyn:** I think it is a tough business but every business is tougher than it was three decades ago. Business models are different and there is more competition. Having said that, I am a perennial optimist and I think writers who are motivated, persistent and do what is necessary to keep whittling at the fine craft of writing and the exciting process of promoting their work will succeed.

**Kristin: Why did you choose Star Publish for THE FRUGAL BOOK PROMOTER?**

**Carolyn:** Kristin, your book is a memoir and my first two are also creative works. I believe traditional publishing suits creative prose better than others. The media views traditional publishing with an unjaded eye and tends to lump anything published another way as amateurish. I don't condone those attitudes and I think they are slowly changing, but I know that they are realities that authors must deal with. Publish America juries its books and pays an advance to its authors. It is not subsidy or self-publishing and I think my books (and yours!) got a better start in life because of that.

*The Frugal Book Promoter* is a different bag altogether. It is nonfiction. It is a how-to. Authors of these kinds of books can make more gross profit on each book sold—much more—if they choose a less traditional route. I also

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needed to release it before my fall classes at UCLA started. I wanted my students to have access to it. Later, when I knew much more about formatting, cover design and other aspects of publishing, I chose to do it all myself. For the control. For the additional profits, frankly.

**Kristin: THIS IS THE PLACE and HARKENING—which are both excellent—got some ingenious press thanks to your columns, reviewing, and the Olympics in Salt Lake City. I understand that because of the books’ portrayal of the Mormon Church, they are unofficially banned in Utah. Talk more about that.**

**Carolyn:** Some people would disagree with my assessment because, certainly, many people in Utah have read both books. But I mailed a huge number of those copies into the state myself. At first my books were stocked at Walden’s Books but disappeared from the shelves very quickly. When my friends and relatives tried to order them, they were told that they were “out of print.” At the state’s huge Deseret Book store chain (owned by the Mormon Church), they were kindly told they couldn’t be ordered. Then people started calling me with orders of six and twelve for themselves, relatives and friends. I don’t sell my own books. They are listed with Ingram, Baker and Taylor and other distributors. But I started buying some myself and sending them on. I also started referring everyone to Amazon.com who, apparently, have a better notion of the importance of freedom of the press than many others. I may be paranoid, but what would you think?

By the way, I don’t think either book is controversial. I paint a reasonable picture of subtle prejudices in the entire community. I’m sort of an equal-opportunity finger pointer! After all, none of us is entirely free from prejudice no matter how hard we work at it.

**Kristin: Controversy does sell! How did you get around the Mormon Church?**

**Carolyn:** Actually it was more about how I got around negative publicity among the righteous. You know how I feel about promotion! I got busy and found interviews on more than 300 radio and TV stations. Syndicated. Cable. Network. You name it. Word got out. *This Is the Place* was given the Mille Club award by my publisher. That is an honor awarded for sales and marketing.

**Kristin: I understand that you’re working on a new novel. Have you begun marketing already? What’s the status of the novel?**

**Carolyn:** It’s working title is *Labyrinth*. I have been sleeping on it for a while because *Frugal* has taken up so much time. It is different from anything I have done before. It is based on a true story. It is set in Los Angeles but has

a parallel story set in Crete. The Greek myth of King Minos and the Minotaur will influence both stories. I plan to go to Crete for inspiration and to polish it next summer. So you see, there is lots of work to be done.

**Kristin: What advice do you have beyond the treasure trove in THE FRUGAL BOOK PROMOTER?**

**Carolyn:** Funny you should ask. I sent my fellow writers a note only this week because I found a tip in Joan Stewart's *The Publicity Hound*. I included it in the second edition of *The Frugal Book Promoter*. It seemed that using my rather unofficial, casual newsletter, *Sharing with Writers*, was the second best way to do it.

The reason I'm so intense about sharing this information is that my writing friends are always cautious about overkill when it comes to promotion. This little treasure came from Publicist Jill Lublin and here it is:

"When following up (to a release or query), remember The Rule of Seven. That means you should follow up seven times, using a combination of phone calls and emails (and fax), before you stop contacting journalists."

You can learn more about Jill, Joan, and this rill from a great publicist at: <http://www.publicityhound.com/publicity-products/marketing-tapes/failprooffollowup.htm>. You can sign up for Joan's newsletter at the Publicity Hound site while you're there. To subscribe to Joan's Publicity Tips send a blank email to <mailto:join-publicitytips@lists.publicityhound.com> and, if you'd like to get my little newsletter now and then, send me an e-mail at [HoJoNews@aol.com](mailto:HoJoNews@aol.com). Be sure to put Sharing with Writers in the subject line.

**Kristin: Describe some of your more memorable publicity moments. Joyce Spizer once described riding in a police squad car to an author appearance.**

**Carolyn:** I think my most memorable is more nostalgic than sensational and it involves you. It was when I was interviewed on ABC TV by Peter Kulevich. I had just met you and we sat at the bar at The Chart House in Palm Springs with my sweet Mormon friend from Utah (maybe the first time she had ever sat at a bar!) because that was the only place we could find a TV set and eat, too! We got acquainted and watched the little screen up in the corner. Waiting. Waiting. For the 6 p.m. news. I remember how hard it was to get the bartender to switch the station from a sports station to something as mundane as the nightly news and books. And how surprised he seemed when we ordered three Perriers!

**Kristin: You are also a gifted poet whose poems, "Olvera Street," for one, have been widely published. Talk more about that.**

**Carolyn:** I simply ache to write poetry. Metaphor and symbols seem to permeate my life. At first I applied them to prose but when I realized how important they were to my soul, I started to write poetry. I hope to have a small chapbook out soon that will include all of my published poems plus a few others. Again, it is a matter of sharing.

**Kristin: I'd be remiss if I didn't mention Yarrow Brook Press and MyShelf.com, two sources that you have an ongoing relationship with. Talk more about the importance of relationships.**

**Carolyn:** Ahhh! One of the major themes in *Frugal!* It's all about Karma. A book on promotion may seem an odd place to find such information. If we offer service to others, the love cycles back to us. The subject of public relations is widely misunderstood. Put the emphasis on "relations" and we begin to see how our lives—both external and internal—can benefit.

**Kristin: Carolyn, thank you so much.**

**Carolyn:** Thank you, Kristin. One of the blessings of writing is finding and nurturing friendships like yours.

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Kristin Johnson, the founder of PoemsForYou.com and author of *Butterfly Wings: A Love Story*, and *Christmas Cookies Are For Giving*, co-written with Mimi Cummins. Visit <http://christmascookiesareforgiving.com>. She also ghost writes.

## Fellow Experts List

### On the Subject of Utah and Tolerance

- Jim Ure, Author of *Leaving the Fold*, [jimcureco@xmission.com](mailto:jimcureco@xmission.com).
- Natalie Collins, author of *Wives and Sisters* (St. Martin's Press), [nataliewrites@aol.com](mailto:nataliewrites@aol.com).
- Janet Lee Jenkins, author of *Don't You Marry the Mormon Boys* [janet.jensen@comcast.net](mailto:janet.jensen@comcast.net).

### On the Subject of Promotion

- Jenna Glatzer, author of *Make a Real Living as a Freelance Writer* (Writer's Digest) and other books on writing and promotion, [jenglazter@aol.com](mailto:jenglazter@aol.com).
- Bruce Holland Rogers, (Invisible Cities Press) author of *Word Works*, [bruce@sff.net](mailto:bruce@sff.net).

### On the Subject of Publishing

All these authors appeared on a panel that explored publishing at the Call to Arts Expo moderated by Carolyn Howard-Johnson

- Leora G. Krygier (Toby Press and others) author who has published traditionally and with a traditional press that uses print on demand technology, [lgkrygier@aol.com](mailto:lgkrygier@aol.com).
- Robert Stone, Nonfiction author, small traditional press, [mr.rego@gte.net](mailto:mr.rego@gte.net).
- Alexis Powers, Nonfiction author who self published, [apowers@dbi.com](mailto:apowers@dbi.com).
- Carolyn Howard-Johnson, author who has published e-book, traditionally, subsidy and POD, [hojonews@aol.com](mailto:hojonews@aol.com).