

"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](http://HowToDoItFrugally.com/newsletter_copies.htm)

December 30, 2013

## Sharing with Writers Since 2003

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

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

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

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

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

This newsletter is powered by AuthorsDen.com.

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## Contents

### Regular Features

- ~Note from Carolyn: KPFK Radio Features My Poetry
- ~Letters-to-the-Editor
- ~Thank You's (where you also find leads and great resources!)
- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
- ~On Poetry
- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column: **Making you THINK!**
- ~Carolyn's Appearances and Teaching
- ~Wordstuff™

## This Issue Only

~Feature: **The Art of Relationships in Marketing**

~Feature: **Euphemisms: Battling Mealy-Mouthed PC-isms**

~In the News: **Hector Tobar and I Think "Bad Writers" Should Keep At It**

## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

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

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

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## Note from Carolyn

Dear Subscribers:

I'm very excited about helping poets with their marketing on Los Angeles' great public radio station KPFK with poet and host Lois P. Jones on Wednesday, Jan. 8, 8:30 pm Pacific or on the Web worldwide at <http://www.kpfk.org/>.

Please respond to our Facebook event and add it to your calendar:

<https://www.facebook.com/events/752430011451610/>



Here I am in Lois' studio with (Ahem!) perennial Diet Coke or iced tea. (-: One never knows what might be lurking inside the plastic cup.

Lois says,

"Please join us Wednesday, January 8 8:30 p.m. for an up close look at poet and marketing guru [Carolyn Howard-Johnson](#) whose How to Do it Frugally series offers the ultimate guides in selling your book to an agent, a publisher, and--after it's published--the media! She is a tireless mentor of writers in all genres and an award-winning poet and author herself. You'll hear several of her gorgeous poems and a few promotional tips to boot. See you there!"

Here are the details:

[RADIO: POETS CAFE INTERVIEWS AUTHOR AND POET CAROLYN HOWARD-JOHNSON](#)

23,000,000 Southern Californians can listen live on radio at:  
KPFK 90.7 FM in Los Angeles.

[OR 98.7 FM Santa Barbara](#)

OR anyone can listen to the streamed broadcast on their computers at  
<http://www.kpfk.org/>

Wednesday, January 8 at 8:30pm, Pacific time.

Please listen in. Lois is not only a consummate host but also a poet in her own right. And at the Facebook event you might find networking with other poets and writers the best part of the experience.

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## **Joy, Happy Writing, Editing, and Promoting!**

**Carolyn**

**PS:** MY Blue Shield ad was released. It will run only in California but here is a peek at it for subscribers who live outside the Golden State. That's my husband with me:



If you're interested in some of my other acting go to  
[http://howtodoitfrugally.com/speaking\\_&\\_judging1.htm](http://howtodoitfrugally.com/speaking_&_judging1.htm).

**PPS:** If you've ever been tempted to send a copy of this newsletter to friends or share it, 'tis the sharing season for just such an inclination. Those who subscribe will get a free e-copy of Great Little Last-Minute Edits including word trippers and information on style choices. There is a subscription form on most every page of my Web site (upper right corner).

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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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**Letters-to-the-Editor**

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Hear Ye! Hear Ye!

Friends kept asking me when would *Wai-nani, High Chieftess of Hawaii* be available in audio format. I wanted to comply, but it seemed a daunting task. Then I learned about [www.acx.com](http://www.acx.com).

It is an arm of Amazon that makes creating an audio book a snap. Just go onto the Audible site, list your book with the first chapter on the authors section of the site. Then go to the narrators list and ask for auditions from those that sound right for your book. I only wanted to hear samples of readers who were willing to work on royalty, rather than being paid an hourly amount for their work, which averages about \$200.00 per edited hour. Audible gets 50% and all distribution rights in the shared royalty arrangement and the narrator and the author split the remaining 50%.

I requested auditions from several women who sounded right for my book. Within days, there were links to sample readings of my work. I selected Christine Padovan who has received many awards for her narrations. I am very excited to have such a powerful ally in marketing and can't wait to hear the finished product. Friends who

love audible books will be able to listen to *Wai-nani: A Voice from Old Hawai'i* in 2014!

Linda Ballou

<http://www.lindaballouauthor.com/Wainani.html>

<http://www.christinepadovan.com/>

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

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

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**In the News:** Syd Field (1935-2013) died. Author of several how-to books on the [art of writing screenplays](#), he also conducted seminars on the topic. He had to know that the same techniques used for screenplays could be applied to novels; it's something I've often recommended--that is reading up and taking class on screenplay structure, dialogue, and more. He was also a great example that we don't need to stop being productive after 60. He was 77 and wrote and worked to the end.

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

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## Accessible Contests

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

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Please paste this little blurb—perhaps with a little endorsement—in your newsletter or Web site: To subscribe to Sharing with Writers send an e-mail with SUBSCRIBE in the subject line to HoJoNews@aol.com or go to [www.howtodoitfrugally.com](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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**Recommended Book:** I loved [Author You: Creating and Building Your Author and Book Platforms](#)--from the workbook aspect (something a little different in the world of book marketing)-to the layout and artwork. This book by Judith Briles is not intended to be a complete book on book marketing. It IS a coach in print (yes, inspirational!) and an organizer and a thought-provoker. Couple it with a how-to book like Marilyn Ross's [Complete Book of Self Publishing](#) or The [Frugal Book Promoter](#) and a beginning author (or author considering a new book) will have everything she needs to do a great job (or a better, more thoughtful job than she did last time around). "It takes a village to create and market your book" and author Judith Briles provides that village.

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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:** If you have written several books, market them to retailers other than bookstores using floor standing display units with header cards. They make a much bigger splash that way than shelved spine out in a bookstore. Try <http://www.bookdisplays.com> for ideas for face out displays.

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If you really want people (like me!) to repin the cover of your book or other of your book-related pins, you should have a board dedicated to your own work. That doesn't mean you

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



## Author Successes

Only subscribers' successes are listed in this section. Thus, I do not pick up news from general media releases for there is usually no way for me to know those releases come from subscribers. If you have an Author Success story, please identify yourself as a subscriber in the subject line of your e-mail. Something like: "MEDIA RELEASE: Subscriber's Success."

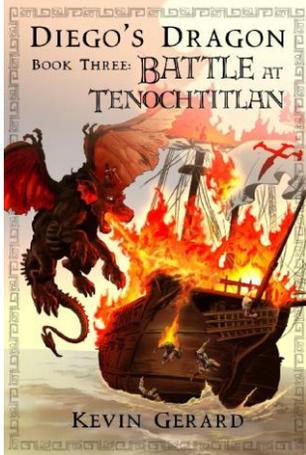
## Kevin Gerard Pens New Fantasy



**An Evil Spirit, Haunted Weapons, and a Race to Save Diego's Ancestors.**

Spanish conquistadors struggle against Poseidon's oceans on their way to the Americas. The captain of the armada seeks gold for his queen, conversion for his church, and a release from an unholy alliance with a dark lord.

The spirit travels within the confines of the Asesino de mar, the great galleon given to the captain with his commission. During the long months at sea, it stokes a seething hatred for Diego and Magnifico, while patiently preparing its revenge.



When the attack against the Mexican people begins in the year 1519, a shocking spell reaches through the centuries, affecting every one of their descendants. Diego, Racquel, and the Sol Dragones race back through time, hoping to stop the conquistadors before they begin their

conquest.

The battle at Tenochtitlan throws Magnifico's forces against a fleet of Spanish ships, whose weapons could never threaten the mighty dragons of the sun, unless the dark lord has skillfully altered them.

THANKS!

Kevin Gerard

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

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

Twitter - @DiegosDragon

Facebook - Kevin Gerard

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

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**Communications Tip:** Communications expert Geoffrey Tumlin says, "Question your questions. Even simple inquiries can go awry. "Did you call Jim in accounting about this?" can [be perceived as] a criticism. And this kind of confusion is even more likely in e-mails because you don't have visual cues to help you understand intent.

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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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**In the news**

**Hector Tobar and I Think "Bad Writers" Should Keep Writing**

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Hector Tobar, an *LA Times* writer I've long admired, takes issue with a fellow writer who bemoans that there are too many books out there, that too many authors of books are bad writers, and that bad writers should quit writing.

Tobar chronicles his path from journalism to creative writing. He says, "*The Tattooed Soldier* was my MFA thesis. All the big New York houses rejected it--it didn't look like other, successful Latino books to them, some said in their letters to my agent, the legendary (and now retired) Virginia "Ginger" Barber. But it finally found a home at the small [Delphinium Books](#), in the hands of an

editor (the wonderful Joy Johannessen) who helped transform the “straw” of my prose into something more enduring.”

He also takes the author of this piece to task and I couldn’t agree with him more. He (rightfully, I believe) points out that many writers are awful when they first start writing. If all of them stopped writing (if, indeed, they recognized that we were one of the awful ones), we would lose many who would later become great writers and many more who would become very good writers.

My mother had a favorite saying. “Don’t throw the baby out with the bathwater.” If more writers followed Tobar’s wise path of recognizing our shortcomings, continuing to learn more from reputable institutions, and building on the writing skills we already have (Tobar was a journalist and still is), individual writers would improve. And the publishing industry would be the better for it.

Of course, I want to add one of my favorite methods to building a writing career. In a way it’s related to “learning more” but it shouldn’t be only about writing. In this world of more and more self-publishing, more and more independent presses, more and more opportunities for exposure on the Web, we should be learning more about every aspect of the industry that we are a part of. Editing. Formatting. Indexing. Agents. Contests. Marketing of books and marketing in general (we will most certainly have to act as our own publicists as some point in our trek to bestsellerdom). In fact, Tobar leads on this issue by example. He manages to get exposure for his novel by utilizing what he knows from his day job, and do it in a way that helps other authors, too.

Read Tobar’s article at <http://articles.latimes.com/2013/aug/19/entertainment/la-et-jc-in-defense-of-bad-writers-20130819> Learn more about the books I wrote to help writers learn more about all the skills a writer needs in today’s publishing environment at <http://howtodoitfrugally.com>.

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

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**Editing Tip:** “I find” and “taken the time to” aren’t awful but they contribute to wordiness. They can usually be deleted from

copy without losing meaning and what you say without them will be more direct, more forceful, more memorable and, well . . . cleaner.

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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:** It helps to know some publishing terms. Linda Carlson tackles a few in the December issue of the IBPA *Independent* magazine. Here are some of the troublesome ones surround product codes:

**UPC (Universal Product Code)** are the barcodes and related marks you find on products that let your grocer check you through the line faster. They were once required on books and many still use them to accommodate alternative retailers' systems because books are often sold and categorized in other places besides libraries and bookstores these days.

**ISBN-13:** These mostly replaced UPCs (see above) for books and now are the preferred identifier used by most retailers (also called **GTIN-13**). They made it unnecessary to use more than one identifier. It is preferred that they not be used with barcodes because two identifiers tend to confuse tracking they were intended for.

**Access to UPCs:** Linda says, "UPCs are available from GSI US (gs1us.org) founded in 1974 as the Uniform Product Code Council and later known as the Uniform Code Council." When you publish with Createpace.com you can use the UPC you buy from GSI that designate you as a separate entity from Createspace) or you can let Createspace assign one of their own to your book (and the one from Createspace is free).

Reach Linda Carlson at [info@lindacarlson.com](mailto:info@lindacarlson.com).

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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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**Ode to Libraries:** Thought you'd like to know I've been writing a back to literature column for MyShef.com for more than ten years. This one about my shame in not supporting libraries is the December entry:

<http://www.myshef.com/backtoliterature/column.htm>

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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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## On Poetry

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

Here's a little Christmas poem for you from [Blooming Red](#) coauthored by Magdalena Ball and me with good Christmas wishes from both of us:

### Arizona's Christmas Card

Abdomen and thorax green  
bubbles, two emerald cabochons,  
his legs like rose bush twigs,  
grey, beige, thorned. A green lynx  
spider rappels between spikes  
of Cholla blooming red.

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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 [hojnews@aol.com](mailto:hojnews@aol.com).  
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**Coming:** My *The Frugal Editor* will soon be coming in a second edition for Kindle. Expanded! Updated. More resources. More of my

My attitude toward punctuation is that it ought to be as conventional as possible. The game of golf would lose a good deal if croquet mallets and billiard cues were allowed on the putting green. You ought to be able to show that you can do it a good deal better than anyone else with the regular tools before you have a license to bring in your own improvements.  
  
Ernest Hemingway  
  
- [www.writerswrite.co.za](http://www.writerswrite.co.za)

pithy opinions. It appears Hemingway agrees with me. I figure it's only smart to void punctuation surprises when we'd only tick off the gatekeepers. (-: Trouble is, with the influence of the Web, many authors no longer know what "conventional" means. I'm here to help. The 2<sup>nd</sup> edition paperback will be out the first of 2014.

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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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## The Art of Relationships in Marketing

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As important as book marketing and promotion are, building relationships is even more important. In fact, it's really part of marketing and promotion—the most important part. In marketing textbooks, it's usually mentioned as “networking,” but the word “networking” can obscure the real meaning behind relationship building.

We all know about building relationships. The thing is, with the advent of the Net, the possibilities for relationships are so much greater than they were. Relationships have become, if not a more important part of a good promotion campaign, at least more widespread. “Social networking” is the new term for some of that relationship building and I don't neglect that concept in the new edition of my *The Frugal Book Promoter* ([www.budurl.com/FrugalBkPromo](http://www.budurl.com/FrugalBkPromo)). Having said that, the basic concepts and tools of public relations with an emphasis on building relationships are still the drivers behind promoting with any kind of marketing including using new media.

Marketing and all it encompasses (PR, branding, promotion, building relationships, and more!) works. But it works incrementally better when relationships are built and maintained.

You may well ask, “How do I do that?” Fair question, but unneeded. You've been doing it all your life so you know how. Parents. Friends. Teachers. The trouble is, too many writers don't put that knowhow to work when they promote their books. In order to do that “maintenance part,” you will need to keep up your contact lists. When you think about it, you've been keeping lists all your life, too. Think “holiday greeting card list” and you about have it.

Until we get into the habit of applying “relationships” to everything we do, it might help to make yourself a little sign and paste it to your computer. It should say something like “Relationships First.”

That sign will also remind you to apply relationships to every aspect of your marketing campaign. That means encouraging interaction. Maintaining your voice. Using humor. Keeping in contact. Writing thank you notes. Sending birthday and/or holiday wishes. But especially in trying to be as helpful as possible to those who are helping you.

So you make relationship building an integral part of:

Your newsletter.

Your blog or blogs.

Your social networks.

Your contact list building process.

Your events.  
Your everyday e-mail correspondence.  
Your online launch campaign.  
Your book signings at bookstores.  
Your book reviews.  
Your interactions with editors and bloggers.

What else do you do to promote your book? Relationships are a part of it. In the interest of building relationships, I'd like to know the ways you use relationship building in your marketing campaign. E-mail me at [HoJoNews@aol.com](mailto:HoJoNews@aol.com). Put RELATIONSHIP BUILDING in your subject line and include your contact information and a quick pitch (with a buy link!) for your book. And, if it's something new or has a new slant to it, I'll try to include it in my newsletter. In any case, I'll answer and we'll build a relationship. Promise.

CHJ

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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://thefrugaeditor.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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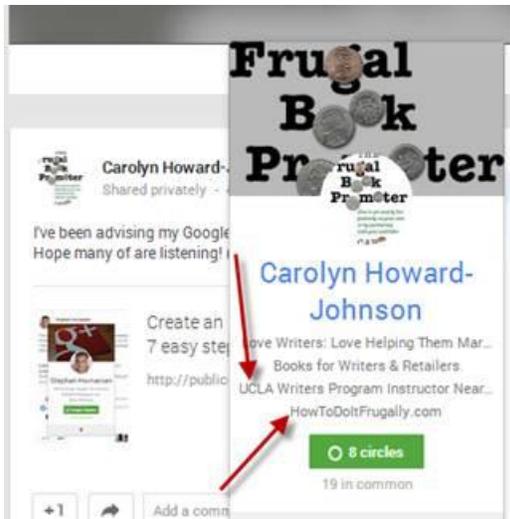
**Quote:** "Promotion is a not a sprint but a marathon. As any coach knows, you start training slowly and build up steam." ~ From *The Frugal Book Promoter*

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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 and How-To on Hovercard:** I love Joan Stewart's *Publicity Hound* newsletter. She just encouraged her peeps to fix their Google Plus profiles so that they serve more as a sales tool and so that the hovercard part of the Google Plus benefits work better to get your message out there. She just sent me a screen shot of what my hovercard (what appears when you hover over the profile with a cursor and what gets fed around the Web in many different instances) looks like. You can see it below and read more about it at <http://publicityhound.com/blog/create-an-impressive-google-hovercard-in-7-easy-steps>



Read her helpful publicity & social media tips on Twitter, too:  
<http://www.twitter.com/PublicityHound>

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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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**Did You Know** that it took 71 years to compile the first ten-volume work of what is now known as the *Oxford English Dictionary* and that it now has more than 600,000 entries. New words are added all the time. Isn't English an amazing language to be writing in! We have so many choices!

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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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**Thank You**

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

## Thanks to Morgan St. James . . .

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... for featuring my article on the difference between findability and discoverability on the Web and what you should do about it. Go page 12 and 13 at <http://content.yudu.com/Library/A2k1gx/NOVDEC2013WritersTri/resources/index.htm?referrerUrl=http://free.yudu.com/item/details/1466101/NOV-DEC-2013-Writers-Tricks-of-Trade> for a polished online magazine directed focused on the needs of writers.

## Thanks to Terri Forehand . . .

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... for writing such a nice review from the heart for *The Frugal Book Promoter* on her *Writing and Other Ways Into the Heart* blog. See it at [http://terri-forehand.blogspot.com/b/post-preview?token=pYC\\_eUIBAAA\\_zrqbmeaYoRHXFkChg\\_dNQ.hZtejtC9zpVXOx0Z3qtUpQ&postId=4130041085352574262&type=POST](http://terri-forehand.blogspot.com/b/post-preview?token=pYC_eUIBAAA_zrqbmeaYoRHXFkChg_dNQ.hZtejtC9zpVXOx0Z3qtUpQ&postId=4130041085352574262&type=POST)

## Thanks to Joyce Faulkner . . .

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... , author of *Windshift*, for posting a recommendation for *The Frugal Book Promoter* on her Facebook Page. We all know there is no better gift for an author than a recommendation. And no better way to do it than with a surprise. <https://www.facebook.com/joycefaulkner/posts/10202862381223723>

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

**Tip:** We can learn a lot by reading the paid ads (called display ads) in magazines that cater to writers. Having said that, it’s one of the worst ways for an author to spend their marketing budget. [The Frugal Book Promoter](#) shows you how to market using publicity which is very nearly free except for time spent learning how to do it and writing articles and releases.

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>

## **Euphemisms: Battling Mealy-Mouthed PC-isms**

We writers need to be aware of politically-correct trends so we can make conscious choices and avoid *faux pas* whenever possible. And there are lots of PC-isms we out there need to know. Frankly, I think getting too PC (politically correct) can interfere with clear, concise English.

Here's an example of what I consider just too, too PC: An academic at one of the universities that uses my husband's reference book, *What Foreigners Need to Know About America From A to Z* (<http://amzn.to/ForeignersAmericaUS>) objected to the word "Foreigners" in the title. My husband was aware of that difficulty when he chose that title. Some consider it pejorative. The thing is, there is not really a perfect substitute in the English

language. "Aliens" calls up an image quite different (Martians, anyone?) than "Foreigners." These academics who used to call their students from other countries "foreign students" now call them "international students," but that term wasn't quite right for this book. Some people this book caters to may be emigrants. Second generation citizens. Tourists. People who aren't Americans who conduct business with Americans both in the US and in their own countries. And on and on. Though not a perfect term, "foreigners" was the most inclusive word he could find.

Often attitudes about words tell more about the person who objects to them. When did it get to be a bad thing to be a "foreigner?" In America, even Native Americans were once from somewhere else. Or, more importantly, when are we going to get over the idea that being a foreigner is a bad thing.

Now the *LA Times* reports that the respected AP (Associated Press) has decided to discourage its reporters and editors from using the word "illegal immigrant." Some find the term offensive. The *Times* reports, "They prefer 'undocumented' arguing that 'illegal' is dehumanizing and lumps border crossers with serious criminals."

The venerable AP stylebook warns against the term, though they, too, couldn't find a suitable substitute for all cases. Instead they suggest a kind of "working around it" approach—which may be an adequate alternative in the body of a written piece but may be tough when coming up with a title or headline.

There are all kinds of phrases and words that we should be leery of. We know—instinctively or because we writers need to keep up on such things—most of them. But sometimes the style suggestions are just plain mealy mouthed. Meaning that they are diluting our language without offering anything that works as well. Decisions. Decisions. Just remember. "Undocumented" isn't going to work. Some people have documents, just not the right ones. But the part of all this—the part that I love—is the idea a senior manager at Associated Press put forth: "It's lazy to label people. It's better to describe them."

I have to agree with that. I was labeled all my life and hate putting labels on people. It's a little like putting them in a box, locking it, and throwing away the key.

Just so you know, *LA Times* and *The New York Times* will soon be weighing in on the "illegal" and "undocumented" issue. Can't wait to see what they come up with.

Note: In the 1970s, the *LA Times* style book preferred "illegal alien." Times do change...gradually. Thank goodness, mostly for the better. I'm going to accumulate style choices, possibly for a new book. If you have ideas for me, please let me know at [HoJoNews@aol.com](mailto:HoJoNews@aol.com)

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

## **Making you THINK!**

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**By Mindy Lawrence**

Humor me for a minute or two. Get up from your computer, go to a mirror, and look at yourself. Notice the shape of your face, the color and composition of your skin, the shade of your hair--its length and thickness. Now, do you know anyone else (even a twin) who looks 100% like you do? Then why, oh writer friend, do you want to write like anyone but yourself? You can be no one else but you.

Come back to your computer or get a notebook, and **write a list** containing these things:

- What are your first memories of school?
- Write a quick synopsis of your life as a child, especially including events that affected you deeply.
- What and when did you begin writing? What was the first piece you wrote?
- Why do you want to write in the first place? DON'T give an old, worn out reason that's been stated by the masses, but dig down DEEP and explain to yourself the reason why. You are in front of the judge and jury. What would make them convict you of being a writer?
- If you don't write daily, why don't you? What would make you place your butt in the chair?
- List the top three sorrows in your life.
- List the top three joys in your life.

Take time assembling these answers but get them done within a day or so of beginning. Date your entries.

Now pick something that's been on your mind for a while. Maybe it's political. Maybe it's religious. Maybe it's ruminations on the boy across the street who wears his pants at half-mast. Write about the thought that has been bugging you. Write from YOUR perspective. Now turn the tables and write from the OTHER perspective. What is that boy who is losing his pants thinking?

I went to a wonderful workshop in which we wrote daily. We learned to number the days we had been writing and, when we missed one, to start again at Day One. I had to start over at Thanksgiving but have been consistent since then. The habit of writing makes you set a time when writing works for you. It gets your juices flowing and makes you think of what you want to say and how to say it.

Practice will NEVER make perfect. Practice makes more practice. However, it hones skills and gives you a chance to see how much better you are getting. Never give up.

## **LINKS**

### **Accomplish Your Writing Goals: Make a Schedule and Meet Your Deadlines**

<http://www.writersdigest.com/tip-of-the-day/accomplish-your-writing-goals-make-a-schedule-and-meet-your-deadlines>

### **Moira Allen: Get Your Writing Life On-Track with to Do Lists**

<http://www.writing-world.com/life/lists.shtml>

### **Noelle Sterne: Write a Letter to Yourself**

<http://www.writing-world.com/life/letter.shtml>

### **How Writing Every Day Keeps You Writing Every Day**

<http://www.writing-world.com/life/everyday.shtml>

### **George Orwell's Rules on Writing**

<http://www.pickthebrain.com/blog/george-orwells-5-rules-for-effective-writing/>

### **Charlotte Dillon: Getting Back to Writing**

<http://www.charlottedillon.com/BackToWriting.html>

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Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer, editor, and artist based in Springfield, Missouri. She is working on the e-book edition of *An Itty Bitty Book on Writing*. <http://mplcreative.webs.com>

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I believe in social networks. Big and small. Sometimes the smaller ones are easier for making lasting and more productive contacts. 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:** Frugal me. I finally bought an Amazon Prime package to get free shipping on even small shipments of books. I use it to send review copies and copies of my books as gifts. I find I don't pay more for these books when I factor in the royalties I get back from my publishers (in most cases), and the cost of the time I would spend on packing and addressing and sometimes traipsing to the post office.

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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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## Carolyn's Appearances and Teaching

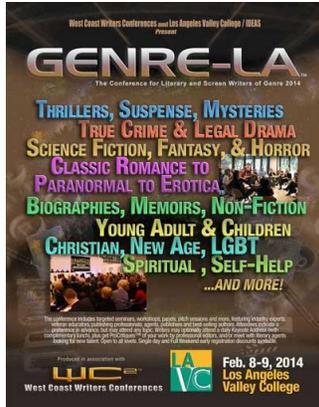
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**New!** 📖 Watch for my interview with the famous Judith Briles of Author U fame on Dec. 12. We'll talk about essential author kids and about seasonal promotions. Here's the address to her forum. It

will be announced as soon as she has everything in place.

[http://www.linkedin.com/groups/Author-U-2603729?trk=groups\\_most\\_popular-h-dsc&qback=%2Egmp\\_2603729](http://www.linkedin.com/groups/Author-U-2603729?trk=groups_most_popular-h-dsc&qback=%2Egmp_2603729)

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



Fulton Ave, Van Nuys CA 91401.

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

GENRE-LA™ is a unique conference for literary and screen writers devoted to the craft and business of writing in specific genres and sub-genres. Individual sessions will focus on: Thrillers and Mysteries; Science Fiction, Fantasy, and Horror; Romance (Traditional to Erotic); Non-Fiction Historical, Biographies, True Crime; Memoirs, Spiritual, Self-Help, LGBT, Y/A, *and more*. Attendees will select a preference

upon registration, but may jump genres and attend any sessions in the general program. Attendees will experience a spectrum of educational panels, workshops, lectures, and technical sessions conducted by industry experts, veteran educators, best-selling authors, literary agents, and publishers. Once the subjects of my seminars are decided upon, I'll let you know right here in this newsletter.

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

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

Our official hotel offers a special rate (using the code WCWC2014). With free parking, free breakfast, free Wi-Fi, free fridge/microwave/coffee in every room. You also get a 10%

discount coupon for the restaurant. We also sponsor "A Gathering of Writers" a no-host dinner event on Saturday night : <http://www.wcwriters.com/maps/hotels.html>

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

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

**Something to Make Writers Smile**

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

**SHOW OFF:** A child who is more talented than yours.

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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.

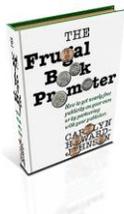
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To subscribe to *Sharing with Writers* send an e-mail with "Subscribe" in the subject line to [HoJoNews \(at\) aol \(dot\) com](mailto:HoJoNews@aol.com).

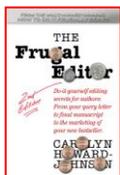
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### Ordering Information

#### The HowToDoItFrugally Series for Writers



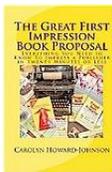
*Frugal Book Promoter: How to Do What Your Publisher Won't* <http://budurl.com/FrugalBkPromo>  
The e-book at <http://budurl.com/FrugalBkProKindle>



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

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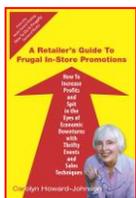


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## **Carolyn's Fiction and Creative Nonfiction**

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

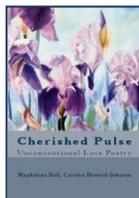
*Harkening: A Collection of Stories Remembered:*

<http://budurl.com/TrueShortStories>

## **Carolyn's Poetry**



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



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

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

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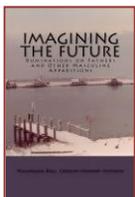
booklet: [www.budurl.com/CherishedPulse](http://www.budurl.com/CherishedPulse)

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



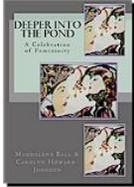
*Imagining the Future: Ruminations on Fathers and Other Masculine Apparitions.* Coauthored with

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

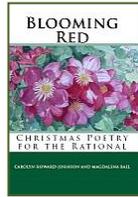


Authored with Magdalena Ball. Artwork by Jacquie Schmall

To order as an e-book:

<https://createspace.com/3608866>

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



*Blooming Red: Christmas Poetry for the Rational*  
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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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