

“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

JAN 15, 2015

Sharing with Writers Since 2003

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

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

In the spirit of the advice I give in *The Frugal Editor*—to use an extra pair of eyes whenever possible—this newsletter is voluntarily copyedited by Mindy Phillips Lawrence. Reach her at mplcreative1@aol.com and www.mplcreative.com. In the spirit of writers everywhere, I tell writers to be patient with other writers when they make editing boobos. 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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## 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>

To subscribe to SharingwithWriters newsletter:

[http://HowToDoItFrugally.com/newsletter\\_&\\_blog.htm](http://HowToDoItFrugally.com/newsletter_&_blog.htm)

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<http://SharingwithWriters.blogspot.com>

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

**Note: "Expensive" and "rule-laden" aren't necessarily the most effective or useful way to distribute a newsletter. I try to avoid the fancy (and less frugal) HTML services and am glad to be offering this letter on my own Indie terms. You can now download the current and recent back issues on my Web site at [http://howtodoitfrugally.com/newsletter\\_copies.htm](http://howtodoitfrugally.com/newsletter_copies.htm) If you can't copy and paste from .pdfs, try updating your Adobe pdf program.**

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Note from Carolyn



Dear Subscribers:

As the New Year descends upon us, I am reminded that the themes I have chosen for my creative work—fiction and poetry—are more important than ever. It may seem a bit wide-ranging at first, but I believe that intolerance is at the root of not most but all of the world's problems.

I have a page on my Web site dedicated to resources for anyone who might be interested in making anti biased and acceptance personal goals for this year. It includes organizations, books, films, plays and more. Find it at http://HowToDoItFrugally.com/tolerance_and_utah_links.htm or go to <http://HowToDoItFrugally.com> and click on the Tolerance tab at the top of the home page.

You may feel that this particular note to you has nothing to do with the focus of this newsletter, but marketing is also about caring and so is editing. There are a few tips and articles in this one that I hope will bring you more success—or at least a smile—in this new year.

Happy writing, marketing, and editing and a prosperous and creative 2015
Carolyn

PS: My Noble (Not Nobel!) Prize at MyShelf.com has been announced along with the reading recommendations I share in all of my Back to Literature columns at Myshelf. It also includes information on how to submit your literary work for consideration for the 2015 award published in January of 2016. <http://mysshelf.com/backtoliterature/column.htm>

PPS: #GreatFirstImpressionBookProposal is my new registered hashtag for quotes from *The Great First Impression Book Proposal*. If you use Twitter, I encourage you to register your title, too! Twubs.com makes it easy to do and you can see mine as an example at <http://twubs.com/GreatFirstImpressionBookProposal> or by following the hashtag above. My motto for 2015 is: If you're going to tweet, make it count with a real, registered hashtag. Please like the hashtag page and share it while you're there.

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

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Mini Feature

Katty Corner, Kitty Corner, or Catty Wampus?

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Sometimes it's easier to edit when we've changed our attitude about editing. I'm referring specifically to having some fun with it. We can think of it as a game. Those of us who love **wordtrippers** (homonyms) do that all the time.

Or we can play with **folk etymology** because we all love stories. I think folk etymology is more fun than homonyms because it tells the stories of how words came to be. And we all love stories. We're writers!

At least the story behind *catercorner* is fun! *Catercorner* means a diagonal or oblique position. It evolved in lots of different ways, probably because *cater* sounds as if it was inconsistent with the meaning of *catercorner*. When we don't understand a word, we often substitute something more familiar. You've probably seen YouTube videos of kids singing the *Star Spangled Banner* using sound-alike words that mean something to the kids, even if it makes nonsense of the song for the rest of us.

Something like that happens quite often and ends up changing our language. *Catercorner* is one of those words that we changed. Although it is accepted form of the word, it still sounds more like something to do with catering a gourmet meal to me. (And, by the way, according to Webster's New Collegiate Dictionary it is spelled all as one word as a first choice and with a hyphen as a second choice.)

Catercorner eventually was pronounced *kitty-corner* by kids and most everyone else. *Kitty-corner* is only listed in Webster's as a "variant" and is spelled only one way—with the hyphen. (Just to make an editor's job difficult, of course!).

Maybe we all thought *kitty* cuter than a corner that is *cater*. At least it was more familiar for the vast majority of us.

Then *kitty-corner* evolved to *catty-corner*. Maybe someone made the connection and, you know, why not? Sometimes we see another form of the word—*catty-cornered* which takes on a different slightly different meaning, that of being trapped—perhaps in a corner?

Down South they got really creative when *catty-corner* became *catty-wampus*.

This latter iteration isn't—according to etymologists—folk etymology at all, but **reverse folk etymology** because a second word—*corner*—was also replaced on a whim.

Some Yank in New England departed from cats and kittys and substituted something even more original—*antigogglin* or *antigoggling* which, frankly, I don't get at all.

Just knowing some of this stuff might help writers make their dialogue more authentic by choosing a variation of the word than befits the region from which a specific character hails.

For most of us, though, we'll just find it lots, lots smarter to use catercorner when we need the term and don't want a gatekeeper to get his nose, er, bent all catty wampus or kitty-cornered.

P.S. Cookbook and children's book author Crescent Dragonwagon (<http://dragonwagon.com/>) had a cat named Cattywompus when she lived in Eureka Springs, Arkansas. Great name for a cat! [PS from your newsletter proofreader, Mindy Phillips Lawrence]

This article is available for reprint from your Frugal, Smart and Tuned-In Editor. Find more on my pet peeves, wordiness, and PC dilemmas by subscribing to my editing blog at <http://TheFrugalEditor.blogspot.com>. And please watch for the new paperback edition of [*The Frugal Editor: From your query letters to final manuscript to the marketing of your new bestseller*](#) in its second edition. The first edition and e-book edition are multi award-winners including winner of USA Book News best book in the professional category and Dan Poynter's Global E-Book Award honorable mention.

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

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Accessible Contests for Books

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## North Street Book Prize is Ready for YOU

It's time! New contests are the best ones to enter (providing they are reputable) and the well respected Adam Cohen and Jendi Reiter of

[WinningWriters.com](http://WinningWriters.com) have a new contest for self-published books called the **North Street Book Prize**.



I'm excited to support it because it includes all the extra benefits of contests that I like best—like critiques. Like

being more frugal than many. Like offering something free just for entering—something that will help your writing career move forward.

## Contest for Southern California Resident Authors and Illustrators

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The Southern California Independent Booksellers Association (SCIBA) Award offers a contest for books and illustrators in many categories. Nominations may be made by publishers, booksellers, or others in the publishing industry on [SCIBA's site](#), but there is a deadline each year. Those nominated must live in Southern California--from Morro Bay south to the Mexican border. Winners are featured in their annual holiday catalog. You can also subscribe to the catalog that includes a complete list of SCIBA's Southern California independent booksellers, which should be valuable to any author who wants more presence in bookstores. Those who would like a longer list of accessible contest will find several others at <http://howtodoitfrugally.com/contests.htm>. Note: Your book must be published after June 2014 to enter for the next round of awards.

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I love grammar guru June Casagrande's new book [The best punctuation book, period.](#) (<http://bit.ly/PunctuationBook>) because it covers a little about style choices, too. I also like it because it covers some things rarely addressed like slashes and backslashes we're seeing more of these days and single quotation marks (which are often misused). It makes a fine companion to my [The Frugal Editor](#) that tackles punctuation along with formatting, the editing process, choosing a great editor, and even formatting directions for uploading an e-book to Kindle in the Appendix.

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Frugal Tip: Did you know that you can get free courses in about any subject from amazing academics like Amy Hungerford from Yale? Her course *The American Novel Since 1945* should be right up the alley of many of my SharingwithWriters subscribers: <http://oyc.yale.edu/english/engl-291> And, yes, it's an *entire* Yale course! And did I say free?

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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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Reading Tip: My Back to Literature column for MyShelf.com this month gives you some reading tips (as always) and the column is my take on why Americans (and women) may not win the Nobel Prize for literature

as often as I'd like! Find it at <http://myshef.com/backtoliterature/column.htm> .

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

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Tip: Karen Cioffi Ventrice is giving away an e-book (white paper) on secrets to promoting on the Web—especially how not to make Google so mad at you they ignore you with their search engine. Here is the link to her pdf: <http://www.articlewritingdoctor.com/wp-content/uploads/2014/12/CM-into-2015-Six-Basic-Strategies3.pdf> . As always, if you download and find something valuable, take an extra minute to read about her and even to reach out to her. It's Karma! (-:

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Please paste this little blurb—perhaps with a little endorsement—in your newsletter or Web site: To subscribe to SharingwithWriters send an e-mail with SUBSCRIBE in the subject line to HoJoNews@aol.com or go to www.howtodoitfrugally.com for an auto subscribe box. Let me know you did it so I can do something similar for you on my Resources for Readers page at www.howtodoitfrugally.com.

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Tip: Penny Sansevieri suggests adding an Amazon store to your Facebook page. If you have a Facebook Page, it will make it easier for those who like your work to buy your books. Here's the link that tells you how to do it. <http://self-publishingforbeginners.blogspot.co.uk/2013/06/how-to-add-amazon-store-to-your.html>

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

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Opportunities

Conferences Are Great Learning and Networking Opps



**Saturday and Sunday, June 6 & 7, 2015
DoubleTree by Hilton Hotel Los Angeles, Westside
6161 West Centinela Avenue, Culver City, California
Register at**

<http://www.ccwconference.org/register.html>

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

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Tip: My favorite networking tip for 2015. Find an influencer you can learn from or could help you market your book in some other way and send them a thank you note. Subscribe to their newsletter or blog or like their Facebook page. Send them a note every now and then commenting on their work or asking a question. (Do not try to sell them your book.) It won't be long before they recognize you. Then not much longer before you have an online relationship. Then offer to help them by writing a review of their book or putting a recommendation for their service on your Web site. You get the idea. Soon you'll be working with them in a mutually beneficial way.

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Did you know that you can buy your e-books from Kindle, even if k you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If need and e-book but don't have a Kindle, just go to any Kindle book page look for the buy options. Choose Kindle. After you've done that the site will give you several options of platforms for that book so you can buy the book for your Kindle (and several other ways) or send a gift to someone else. You'll see the link to the free Kindle app--inviting anyone without a Kindle to download the app to any device they have. That app allows you to get the book and read it—whether

or not you have a Kindle. I believe this shows up on any Amazon page where they are selling Kindle. ~
Submitted by Patricia Fry, author of the Klepto Cat Mystery series. First in the series is *Catnapped*,
<http://amzn.to/14Ock0W>.



Guest Feature

Feature Article: Reviving a Stale Book



By Penny Sansevieri

What if I told you that you could simply and easily revive an old or older book and start making sales on it again? Would you be game? Most of us who have been writing for a while are sitting on a lot of content and a lot of older books that are taking up virtual shelf space on Amazon.

I was at an event a few weeks ago and an author there said that he had a science-fiction/fantasy book that had been out for a few years and it hadn't done well. "I sure wish I knew then what I know now," he said. And I realized that for him, it's really not too late.

This is an issue many authors face: a book that's been out for a while and you feel like you've really exhausted your options. Book sales are sagging and you figure it's over. Well, it's not. You have a ton of options now to revive, renew and even re-release a book with minimal effort.

Release it in eBook: Let's look at this first because this is often the easiest to do. Many authors with older titles haven't done anything with them digitally and now is the time to do this. If you are someone who's been published by a traditional house, see if they have the rights to your digital content. Many old contracts don't have this provision so be sure and check. What do you need to do? Most savvy eBook folks can work with a PDF of the book, and of course, a Word doc works well, too. It will need to be converted to a digital format and that's it. It's pretty easy. If you do this, you may also want to freshen up the book cover and add some quotes you got.

Bundle eBook: The guy I spoke to about his Sci-fi book also told me that his book was long, 330 pages to be exact, and I said: "Why not split it up and re-release it as a series and a bundle?" Even if it's the same book it does not matter. Some folks like shorter books. We know that. And it's also a great way to start owning the virtual shelf. So a longer book can be separated out (make sure you chop it at a natural ending point in the book) and then put these separate segments up on Amazon. With a book that's as long as his is, you could do three separate eBooks. Make sure that you have a page in the back of each book that leads the reader to the next book in the series. Also, doing this will also revive your publication date and bring it current. This will open up new options for promotion and reviews,

too.

Change up the cover: Earlier this year we had one of our authors redo a cover for her book – one that's been out for a while. When we did that, sales started spiking again. We had another author who tried this and it worked again. I was at an event last weekend and an author told me she did this, too. It's not an Amazon algorithm thing per se, but it's often the newly, refreshed content that helps to spike visibility of the book because it looks new to readers, especially if your book is genre fiction. These readers are always on Amazon looking for a new book to read so it's a great way to grab their attention.

Short is the new long: We have all heard that we should "own the shelf," which means that you want to publish a lot, and pushing out new content to Amazon in the form of an eBook can help propel your other, older books, onto a reader's radar screen. If you have white papers, blog content, pieces of your book that you didn't include or cut because of length, you can package these up and release them on Amazon.

An example of this is an author we're working with who wrote the third in a series of books. The third book had a lot of content removed to keep it at a particular length. She's going to take the content that's been removed and release it in a "Director's Cut" version, putting the separate segments on Amazon. If you do that, make sure that all of the segments lead to your other books with a page or links or something to direct them.

There's a lot you can do with a book that's been out for a while. As long as the content is still relevant, there's almost nothing you can't do to it to revive it and give it a second chance. Keep in mind that once you do revive it, you can start to pitch it or, in some cases, repitch it to reviewers.

Sometimes authors will tell me that they've already pitched certain reviewers for their book and didn't get a response the first time around, should they pitch them again? The answer is yes, you should. Once you have a new book, it's like a clean slate. Make the most of it!

Learn more about Penny and her services at

* Her Pinterest page for Book Marketing Power tips:

<http://www.pinterest.com/bookgalpenny/google-plus-book-marketing-power-tips/>

* Please add AME to your circles on Google+

at <https://plus.google.com/u/0/b/117877257839352379062/+Amarketingexpert/posts>

* "Like" our Facebook Page for marketing articles and tips, YouTube videos from our book marketing channel, notices about upcoming webinars, and more: <http://www.facebook.com/bookmarketingame>

* View "The New Amazon Keywords" and much more on AME's Book Marketing Channel on YouTube. New videos are added regularly to keep you up to date on all things book marketing!

<http://www.youtube.com/user/BookmarketingAME>



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>



Opportunities

Fran Silverman is *the* Resource for Your Radio Campaign



Here are some valuable resources for getting radio gigs straight from the queen of radio show resources, Fran Silverman. If one of these focuses on the topic of your book, send a check payable to Francine Silverman to Fran at P.O. Box 1333, Riverdale, NY 10471, or via PayPal to franalive@optonline.net or contact her at franalive@optonline.net .

RADIO SHOWS FOR THOSE WITH BOOKS ON:

Animals (\$12 for 42 shows) – Covers shows that focus on animal advocacy, health, care, competition, communication, behavior, longevity, dog relationships, pets and the paranormal, pet peeves, wildlife, training, shelter and rescue.

Authors (\$12 for 64 shows) – Covers shows that focus on writing, editing, publishing, marketing, literary agents, Christian authors, author spotlights; genres include thrillers, suspense, action/adventures, novels, teen/YA, romance, poetry, science, historical, baseball, screenplays, songwriting.

Business (\$25 for 275 Shows) – Covers shows that focus on workplace issues, innovation, entrepreneurship, business strategies, careers, finance, small business, sales, home-based businesses, law, investments, insurance, money management, customer service, and real estate.

Entertainment (\$20 for 172 Shows) – Covers shows that focus on art, fashion, movies, music and comedy.

Environment (\$12 for 37 shows) - Covers shows that focus on green lifestyles, sustainable communities, conservation, cleaner energy, natural healing and medical remedies, environmental news, non-toxic living, wildlife, and activism.

Food and Travel (\$12 for 64 shows) – Covers shows that focus on grilling and barbequing, wines and spirits, tea, chefs and recipes and raw food, parties, special event planning; all kinds of travel: budget, frequent, upscale, good deals, cruises and medical and health tourism.

Health (\$20 for 177 Shows) – Covers shows that focus on healthy living and lifestyles, fitness, health as a business advantage, natural healing, alternative medicine, medical travel, issues, education and treatment, and overcoming adversities.

House and Garden (\$12 for 25 shows) – Covers shows that focus on gardening, growing vegetables, going green, home improvement, repair, and remodeling, healthy home design trends, buying and selling homes, feng shui, organizing vegetable garden

Men and Women (\$12 for 67 shows) - Covers shows that focus on chick lit books, female and Christian entrepreneurs, fun for women over 40, men's comedy, girl's math and science, women empowerment, life makeovers, interesting women, women's health, parenting, women's ministries and spirituality, women in business, medicine, politics, gay, lesbian and transgender issues.

New Age - (\$25 for 215 Shows) – Covers shows that focus on astrology, metaphysics, Tarot, Angels, psychic development, paranormal, parapsychology, holistic health, healing, mysticism, occult, and mediums.

Parenting (\$15 for 67 shows) – Covers shows that focus on parenting issues and pressures, education, security and safety, family life, parenting parents, health, home-school, child development, schooling, charter schools, mom entrepreneurship, homebirth, adoption, marriage, military moms, single mothers, childhood cancer, and money management.

Politics (\$20 for 212 Shows)- Covers shows that focus on current events, conservatism, Christian conservatism, liberalism, Libertarianism, government, pop culture, U.S. Constitution, Tea Party movement, democracy, the military and labor.

Relationships (\$15 for 72 shows) – Covers shows that focus on dating, relationship strategies, weddings, marriage, sex and divorce.

Science and Technology (\$12 for 52 shows) – Covers shows that focus on hardware, software, wireless communication, clean energy technology, nanotechnology, engineering, film and video production, biology, astronomy, geology, robotics, physics, and outer space.

Self-Help (\$20 for 232 Shows) - Covers shows that focus on personal and professional goals, growth and empowerment, emotional freedom techniques, motivation, creativity, living one's calling, making for a better

world, transforming your life and self-realization

Sports (\$15 for 98 Shows) – Covers shows that focus on wrestling, biking, gaming, fantasy sports, golf, fitness/health, football, baseball, basketball, hockey, tennis, thoroughbred racing, hunting, fishing, camping, birding, hiking, skiing, kayaking, and performance

Get a FREE Ampersand Poster Every Month



New Blog Talk Radio Show Features Carolyn on First Show of 2015



Morgan St. James has launched a Blog Talk Radio show, *Writers' Tricks of the Trade*, with co-host Dennis N. Griffin. It broadcasts on the 2nd and 4th Wednesday of each month at 6:00 pm PST/9:00 pm EST and all shows are archived for future listening. My interview on "Promoting the Frugal Way" will be available at <http://bitly.com/WTTshow5> after January 14th and you can click on reminder button at the top of a page and get a prompt in your e-mail box! Imagine that!

Read more about it at <http://writerstricksofthetrade.blogspot.com>

The guest call in number is 646 478.0982. Listen and consider sending Morgan a query for an interview spot if your book fits her mission.

Morgan St. James and Dennis N. Griffin welcome
CAROLYN HOWARD-JOHNSON--OUR GUEST ON the Jan. 14, 2015
WRITERS TRICKS OF THE TRADE SHOW on Blog Talk Radio
"HOW TO PROMOTE FRUGALLY"
 Listen LIVE at 6:00 pm PST/9:00EST or listen to archived show
CALL IN: (646) 478-0982

Fair and Display Opportunities



The Brevard Authors' Book Fair is coming March 28, 2015. It will be at a new venue this year, **The Cocoa Beach Library** Registration opens on February 1, 2015. They accept books for display for a mere \$5 per book. For those who have participated before, this is a new venue with a new demographic to reach out to. Contact Valerie Allen at VAllenWriter@cs.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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In the News Directly from Amazon:

"Kindle Direct Publishing announces a new site for the Netherlands (Amazon.nl) and (kdp.amazon.nl) so the Dutch can now quickly and easily publish books for readers in the ir own and other Kindle stores around the world. It also gives English-speaking Dutch quick access to their own Kindle store. You can set a specific list price for your book and track sales from the Amazon.nl Kindle Store. Plus, you can earn up to a 70% royalty for book sales to customers in the Netherlands and Belgium." I'm aware from the Dutch I meet when I travel that this is a huge untapped market, that many Dutch are very tuned into world literature, world politics, etc. It appears that if you've signed your book up for international distribution, this new "NL" privilege is added to your distribution automatically."

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You'll love the information on blogging for authors that Phyllis Zimble Miller and I wrote with fiction writers in mind--see <http://www.fictionmarketing.com/bloggng-chapter-excerpt/>. Phyllis is also the author of the e-book TOP TIPS FOR HOW TO PUBLISH AND MARKET YOUR BOOK IN THE AGE OF AMAZON at <http://www.amazon.com/Tips-Publish-Market-Your-Amazon-ebook/dp/B009RBJW3E>

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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).

## Former US Poet Laureate Dies

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Goodbye to former US poet laureate Mark Strand who died at 80. If you haven't read his 1998 Pulitzer Prize award-winning *Blizzard of One*, it may be time to get to it.



In Time for Valentine Giving

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California's Calaveras County Humanities Council and Manzanita Press presents their new yummy anthology in time for Valentine's day. There is romance, humor, beauty, whimsical/beautiful art and photography, and even signature dessert recipes from some of Calaveras regional restaurants. Check it out at: <http://mkt.com/calaveras-arts-council-slash-manzanita-writers-press>

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

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**Tip:** Even if you are a beginning writer, you should have a Published Works Almanac on your Website. As you move ahead with your promotion,

all the people you contact for publicity—feature, business, sports editors; radio and streaming radio hosts; TV producers, etc.—will want to see what you have done. See mine at:

[http://howtodoitfrugally.com/published\\_works\\_almanac.htm](http://howtodoitfrugally.com/published_works_almanac.htm). You can see how I expanded it so that even if there were only one book on it, it would still have interest for these media folks and for readers. Link to that page from as many of your other pages as is appropriate. You could start with only your book in progress and list other publishing you might have done—articles for newspapers, etc.

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

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**Feature**

**Subjunctive Mood Simplified: Where You Usually Get It Right Unless You Try Too Hard to Get It Right**

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Most people just ignore the subjunctive mood. The term just sounds way too difficult to bother learning. It’s nice that, according to Grammar Guru June Casagrande, most people get it right anyway.

Here’s an example of the subjunctive mood (just in case you were wondering!) in a sentence in which it is easily identifiable:

“For the sake of authors everywhere, I wish that my book were a *New York Times* bestseller.”

June gives this real-life example:

“In 2010, the Institute of Geriatric Medicine recommended that every elderly patient receive an individualized follow-up plan.”

(Normally we’d say “the patient receives.” But we don’t even think to say it like that.)

Or in pirate talk before English got simplified:

“Ye be walkin’ the plank. Matey.”

Pirate talk (apologies to Johnny Depp) is an indicator that the subjunctive is disappearing from English. We don't use the subjunctive (or several other moods) nearly as often as it was used in Pirates of the Caribbean times. In fact, stylebooks don't say that you have to use the subjunctive.

Still some of us get it wrong, especially when we try too hard to get it right. Today subjunctive is used when we're expressing something contrary to fact and then only in a single tense. "I wish I were in Paris right now." But I hear news anchors and other use it presumably because they think it sounds more correct or more intelligent when there is no contrary-to-fact situation involved. They just can't bear to say, "If he was going." Even when they know he was going.

The following verbs often attract the subjunctive mood: *Ask, command, demand, insist, order, recommend, suggest, and wish.*

By the way, just in case it's been a while since you took a grammar class, "mood" is the form a verb takes that tells us how the reader or listener should regard it. In other words, as a fact, a command, an uncertainty, etc. So in this case, we use the subjunctive *mood* to show that or statement *isn't* a fact.

Other than this one if-he-were booboo that's often used incorrectly, we usually get the subjunctive right because it only rears a troublesome head when we're using the verb "to be," and then only in a specific tense. That's very narrow opening left for us to blunder through.

This sentence probably sounds perfectly right to you. "It is imperative that the game *begin* at once." (It is contrary to fact because it's a fact that the game *hasn't* begun.) You and I and the news anchors probably wouldn't think of changing that "begin" to "begins."



Thanks to June Casagrande for getting me started on this quirky little aspect of the English language. You can get [a more detailed explanation](#) of the subjunctive mood from her syndicated newspaper column, [A Word Please](#). She is a frequent contributor and inspiration for my [Frugal, Smart, and Tuned-In Editor blog](#) and for the second edition of [The Frugal Editor](#). She is the author of [It Was the Best of Sentences, It Was the Worst of Sentences](#) (Ten Speed) ,of [Grammar Snobs Are Great Big Meanies: A Guide to Language for Fun and Spite](#) (Penguin, 2006), and of [Mortal Syntax](#) (Penguin, 2008). Her latest extensive reference on punctuation is [The Best Punctuation Book. Period](#). She's also the face and voice of [www.GrammarUnderground.com](#), where her popular podcasts provide grammar tips that take her experiences in the editor's seat and turn them into engaging, interesting, and highly accessible lessons.

Casagrande works as a freelance copy editor for the *Los Angeles Times* and *Los Angeles* magazine. Reach her at JuneTCN@aol.com

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Find info on entering contests and some of my favorite, accessible contests in the Writers Resources section of my Web site myriad of writer helps at <http://www.howtodoitfrugally.com/contests.htm>.
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Thank You

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

Thanks to Samanthi Fernando. . .

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. . . for the heartfelt review of [Cherished Pulse](#) on Amazon. *Cherished Pulse* is the Valentine entry in the Celebration series of chapbooks coauthored by Magdalena Ball and me. Samanthi is a California poet who shares her poetry online at <http://starsafire.starrayz.com/wordpress/>

## Thanks to Bob Rich. . .

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. . .for his Bobbin' Around newsletter and for recommending this newsletter in it from time to time. Read his latest letter at <http://wp.me/p3Xihq-k4>. Subscribe while you're there. Then submit articles, services, etc to him for consideration. He is very generous with fellow authors.

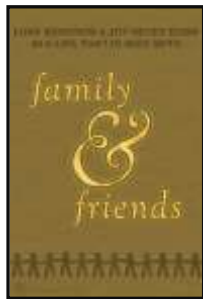
Thanks to Dan Poynter . . .

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. . . for using my absolutely brilliant (Ha!) and inspirational (Ha!) quotation in his ParaPub newsletter this week. <http://parapub.com/files/newsletter/PP%2015%20JAN%202015.pdf> And here's a bonus tip—if you aren't using newsletters like his to learn more and to help you promote (he has one where you can offer your book for free, honest reviews), you're missing out. Use the link above to access his subscription link.

## Thanks to College Publications

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. . . and to editor of *Anchora* Jayme Detweiler for the lovely feature article and social media shoutouts. "Hot off the press! The winter ANCHORA features four

sisters in their golden years doing amazing things ... click the link to feel inspired. <http://bit.ly/1ywVtsc>.” I hope you aren’t overlooking periodicals associated with the organizations you belong to now or belonged to in the past for your own great, caring publicity.



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> By now Chaz has covered so many themes, one is sure to be perfect for you or a friend. BTW, learn how to use ampersands in your writing in the second edition of *The Frugal Editor*. It’s not as simple as you might think.



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

Tools of the Witing Trade—2015



By Mindy Phillips Lawrence

If you write 500 words a day in 2015, by the end of the year you will have a fine first draft. To get to that stage by December, here are a few tools of the writing trade that can help you achieve your goal:

Time:

The first tool in your writing toolbox is your time. Without allowing time DAILY to write, you will never produce anything you will be proud of. You must sit and write at a specific time daily.

In *A Poetry Handbook* by Mary Oliver, she stated, “Say you promise to be at your desk in the evenings, from seven to nine. (The psyche) waits, it watches. If you are reliably there, it begins to show itself—soon it begins to arrive when you do.” When you keep your appointment to write consistently, you know that much-spoken about muse will come to greet you. You are well on your way to your 500 words.

Computer Tools:

Not long ago, I became aware of several programs to help assemble a novel or short story. One of these tools is Scrivener. Scrivener is a program for both MAC and PCs for writing fiction and screenplays. It assists writers in organizing their information in one place. Angelic Rodgers, author of the Olivia Chronicles series, says of the program, "Scrivener is definitely going to be something I keep—not only does having subfiles in one larger file help me focus on one chapter at a time, but it also is going to be a great help for formatting and layout."

Templates:

Many templates for writers abound on the Internet if you do a Google search for them. One I found helpful is from Annie Neugebauer.

"At the very least, all of your major players should have backgrounds, goals, and motivations," she says on her Website. "The more carefully you fill this chart out—taking the time to think about conflicts, the emotional implications of your choices, etc.—the stronger your characters will be for it in the end."

She has both a character chart available and a link to other templates, including poetry, novel, and editing help. Although all the information is free, I'm sure she wouldn't mind if you hit her PayPal link and repaid her a little for her work. It's still frugal.

This magical thing called the Internet has more information on any topic than you could ever download. In this Itty Bitty, I've offered a sample of some tools that can help 2015 get started off with a BANG!

HAPPY WRITING!

LINKS

Scriveners

<http://www.writersstore.com/scrivener>

Angelic Rodgers/The Olivia Chronicles

www.oliviachronicles.com

www.angelicrodgers.com

A Poetry Handbook, Mary Oliver

<http://www.amazon.com/A-Poetry-Handbook-Mary-Oliver/dp/0156724006>

Character Chart--Annie Neugebauer

<http://annieneugebauer.com/the-organized-writer-2/character-chart-template/>

Mindy Phillips Lawrence, owner of MPL Creative Resources, is a writer and artist based in Springfield, Missouri. She is working on an e-book edition of

the best of her Itty Bitty columns originally published in Carolyn Howard-Johnson's SharingwithWriters newsletter. Find her at www.mplcreative.com Subscribe to the newsletter and get a free e-book on wordtrippers at <http://howtodoitfrugally.com>.

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

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Guest Feature

Great Apps for On-the-Go Writers

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**By Scott Lorenz, Westwind Book Marketing**

As a modern-day writer, you've learned when and where you write best. Rarely, I'm sure, does inspiration strike when you're seated at your desk in front of your computer at 9:00 am. More likely, you're inspired while you're out and about. To efficiently capture and save every new idea, detail, story line, etc., you need to download some new apps to your iPhone. The list below will help you research, brainstorm, write, and even publish your work, whether you're at home, at the office, or in the middle of daily errands. Check 'em out.

**Wikipanion**

Wikipanion brings the Wikipedia website to your phone's catalogue of apps. It is useful for quick research on the go.

<http://www.wikipanion.net/>

**Evernote**

Evernote syncs to your desktop computer or tablet. That way, if you're making additions or edits to your work on your cell phone, you'll be able to work from your most recent version and you won't lose any new ideas.

<http://evernote.com>

## **Google Mobile**

The Google Mobile app allows you to access Google (obviously) and you can use voice commands or search by images.

<https://www.google.com/mobile/>

## **Voice Memos**

The Voice Memos app comes pre-loaded on all iPhones. This is a fantastic tool for writers because sometimes, it's just easier to say your latest and greatest idea and have it recorded.

## **Dragon Dictation**

Dragon Dictation transcribes whatever you say, instantly.

<http://www.nuance.com/for-individuals/mobile-applications/dragon-dictation/index.htm>

## **Your Phone's Camera**

Your phone's camera is an excellent resource. You can snap images or video and use them as inspiration when developing location, characters, or situations.

## **Idea Generator**

Feeling stumped for a topic? Download the Idea Generator app. It will generate three words for you, which will hopefully spark some sort of creative idea, enabling you to get back to what you do best – writing!

<https://itunes.apple.com/us/app/idea-generator/id293258418?mt=8>

## **Creative Whack Pack**

Creative Whack Pack delivers 84 interactive creative strategies to stimulate your brain and get you thinking creatively!

<https://itunes.apple.com/us/app/creative-whack-pack/id307306326?mt=8>

## **Mindjet**

Mindjet is perfect for writers who are very visual when they're developing their work. It allows you to create visual maps as you outline articles, characters, plot, and themes.

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

## **Writing.com**

Writing.com has created the app Writing Prompt, which generates over 600 writing prompts and you can save your favorites.

<http://writing.com>

## **My Writing Spot**

My Writing Spot is exactly that, a spot on your phone for you to write. On the app, you can easily access a dictionary or thesaurus and it will autosave all of your progress.

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

## **Office<sup>2</sup>**

Office<sup>2</sup> is ideal if you prefer to write in a word document. The app allows you to edit your Microsoft Word and Excel documents and is also compatible with Google Docs and MobileMe, so you'll be able to access everything from your phone.

<http://www.bytesquared.com/product/office-hd>

## **Writer's Studio**

Writer's Studio allows you to write, edit, and format an entire book on your phone. You can add images, graphics, and audio.

<https://itunes.apple.com/us/app/writers-studio/id371303544?mt=8>

WordCount is a very straight forward app. It counts your words and lets you know how long your piece is.

## **Dropbox**

Dropbox is a life saver. It backs up all of your files in real time, and saves 30 days worth of various versions. You'll never have to worry about whether or not you saved your latest and greatest piece because Dropbox will have already saved it before you could even worry about it.

<http://dropbox.com>

## **Byword**

Byword is designed to make writing more enjoyable by giving you all the tools you need to write effectively and has keyboard shortcuts and word counters with live updates. The app allows you to sync your work, export it, and publish to the web platform of your choice.

<http://bywordapp.com/>

## **Contour**

Contour is the award-winning story development system that streamlines the process of turning your movie ideas from first glimmer to full outline.

<https://marinersoftware.com/products/contour/>

## **A Novel Idea**

A Novel Idea is the premier tool for plotting your story and recording bursts of inspiration. You can create your characters, setting, scenes, ideas, and link them together to create your story.

<https://itunes.apple.com/us/app/a-novel-idea/id421948244?mt=8>

## **Story Tracker**

Story Tracker makes keeping track of your submitted stories, novels, poems, scripts, and articles easy.

[http://andrewnicolle.com/all\\_apps/storytracker](http://andrewnicolle.com/all_apps/storytracker)

## **Pages**

Pages, Apple's highly rated cloud-centric word processing app, will let writers seamlessly access and work on documents on their iPhone, iPad and Macintosh, storing them securely in the cloud. Pages has hooks built in to let you easily export your work to Word or PDF (or plain text or .mobi).

<https://www.apple.com/ios/pages/>

## **Index Card for iPad**

Index Card for iPad is a must for serious writers or screenwriters working in Scrivener. You can work on elements of your Scrivener project on the iPad in Index Card files, then fairly easily sync them back to the Scrivener project. This is a pretty good workaround to the fact that an iOS version of Scrivener is not yet available.

<https://itunes.apple.com/us/app/index-card/id389358786?mt=8>



## The Bottom Line...

The Bottom Line: Download some new apps today to ensure no writing material, ideas, or concepts are ever lost again. You can brainstorm, write, edit, and share while you're on the go. There's no need to be chained to a PC again!

Be sure to let me know if you have a favorite app for authors and I'll include it on an updated version of this article.

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### ABOUT BOOK PUBLICIST SCOTT LORENZ

Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that has a special knack for working with authors to help them get all the publicity they deserve and more. Lorenz works with bestselling authors and self-published authors promoting all types of books, whether it's their first book or their 15th book. He's handled publicity for books by CEOs, CIA Officers, Navy SEALs, Homemakers, Fitness Gurus, Doctors, Lawyers and Adventurers. His clients have been featured by Good Morning America, FOX & Friends, CNN, ABC News, New York Times, Nightline, TIME, PBS, LA Times, USA Today, Washington Post, Woman's World, & Howard Stern to name a few.

Learn more about Westwind Communications' book marketing approach at <http://www.Book-Marketing-Expert.com> or contact Lorenz at [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com) or by phone at 734-667-2090. Follow Lorenz on [Twitter @aBookPublicist](#).

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I have a series of retail books that authors could benefit from. The reason? Authors are retailers, too. They must sell their books. But *A Retailer's Guide to In-Store Promotion* will be especially valuable because it will give authors insight on how to convince retail outlets that a partnership (like a book signing, workshop or seminar) with them will benefit their bottom line. Find this book at [www.bit.ly/RetailersGuide](http://www.bit.ly/RetailersGuide) or more about the whole sries 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! 📖 Morgan St. James is launching a Blog Talk Radio show, *Writers' Tricks of the Trade*, with co-host Dennis N. Griffin. It broadcasts on the 2nd and 4th Wednesday of each month and will be archived for future listening. I will be one of the first guests Wed. Jan. 14 of the new year. At 6 pm Pacific Time. The guest call in number—from 6 to 6:30 pm Pacific--is 646 478.0982. We'll talk about what you can do to get over your dislike/fear of marketing and how you can better partner with your agent and publisher and publicist. Consider calling, contributing to the conversations and—of course—mentioning your book. We'll be giving ideas for reaching those who

can help make your career (and book) successful. The show will be available to listen to afterward at <http://bitly.com/WTTshow5>.

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

Something to Make Writers Smile

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**Questions that haunt me:** Why are you *in* a movie but you're *on* TV?  
-Submitted by Jewel Sample

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## Ordering Information

### The HowToDoItFrugally Series for Writers



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Order paperback or e-book:  
<http://bit.ly/FrugalBookPromo>

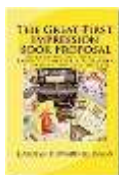


*The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*

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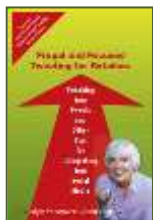
### The Survive and Thrive Series for Retailers (Authors need to know about retailing, too!)



*A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques*

Order from Amazon in paperback or e-book:

<http://bit.ly/RetailersGuide>



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

Order paperback or e-book from Amazon: <http://bit.ly/RetailersTweet>



*Your Blog, Your Business: A Retailer's Frugal Guide to Getting Customer Loyalty and Sales—Both In-Store and Online*

Sponsored by Gift Shop Magazine <http://giftshopmag.com>  
To order paperback or e-book: <http://bit.ly/RetailersBlog>

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

*This Is the Place:* <http://bit.ly/ThisIsThePlace>

*Harkening: A Collection of Stories Remembered:*  
<http://bit.ly/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

Order e-book: <http://bit.ly/CherishedPulse>  
In print to be used as a greeting card or booklet  
<http://bit.ly/CherishedPulse>



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

To order paperback, Kindle, or e-book:  
<http://bit.ly/MothersDayKind>



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

To order as an e-book or paperback:  
<http://bit.ly/Imagining>



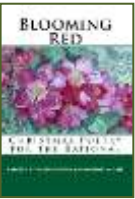
*Deeper into the Pond: A Celebration of Femininity,* Co-Authored with Magdalena Ball. Artwork by Jacquie Schmall

To order as an e-book or paperback: <http://bit.ly/DeeperPond>

*Blooming Red: Christmas Poetry for the Rational*

Coauthored with Magdalena Ball. Artwork by Vicki Thomas  
USA Book News finalist, Silver Award from Military Writers' Society of America

To order e-book or paperback: <http://bit.ly/BloomingRed>



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

*Sublime Planet*, a full book of poetry celebrating Earth Day.

Coauthored with Magdalena Ball. Photography by Ann Howley. Proceeds go to the World Wildlife Fund.

To order paperback or e-book:

<http://bit.ly/SublimePlanet>



*Tracings*, a chapbook of poetry (Finishing Line Press)

<http://bit.ly/CarolynsTracings>



## Contact Information

### Websites

<http://HowToDoItFrugally.com>

**For special help for fiction writers**

<http://www.fictionmarketing.com>

### Blogs:

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

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

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

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

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

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

Tweeting at:

<http://twitter.com/frugalbookpromo>

<http://twitter.com/frugalretailing>