

"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

June 1, 2014

Sharing with Writers Since 2003

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

www.howtodoitfrugally.com

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

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

In the spirit of the advice I give in the *Frugal Editor*--to use an
extra pair of eyes whenever possible--this newsletter is
voluntarily copyedited by Mindy Phillips Lawrence ~
mplcreative1@aol.com ~ 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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## Contents

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- ~Note from Carolyn
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- ~Tips and News Galore! (They're scattered; you'll just have to find them!)
- ~Opportunities (You'll find them in several places.)
- ~Accessible Contests
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- ~Author Successes
- ~Mindy Lawrence's Itty Bitty Column
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## This Issue Only

~Guest Feature: **Advanced Publishing Lesson for Those Who Want To Know Everything**

~Q&A a la Ann Landers: **Making the Most of Using Contest Winning Labels**

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## Join me

For more writers' resources on Twitter:

<http://twitter.com/FrugalBookPromo>

For resources and more personal fun on Facebook:

<http://facebook.com/carolynhowardjohnson>

For writers' resources of all kinds:

<http://HowToDoItFrugally.com>

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

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

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Note from Carolyn

Dear Subscribers:

I returned from my extended trip to Africa (and other places) to find that my Budurl account (those accounts that let you shorten super long addresses or URLs) had been discontinued. And that they are now charging for the service. I probably should have just paid for the service (yes, even frugal me), but they didn't notify me before they inactivated all my shortened addresses. I find that unforgiveable. So, I'm switching to www.bitly.com. And what do you know! Their service is free so naturally I wanted you to know about it.

My mother always said, "Never cut your nose off in spite of your face," a gruesome saying if there ever was one. But I'm doing it. I'm saying bye-bye to Budurl even though it means many thousands of links will now be dead and even though it means I have to start updating many documents--from my media kits to my Web site. Yikes.

It is worth it to use a great URL shortener that will let you use real words in your addresses instead of gibberish because the links are easier to remember and because the words you use in the link contribute to the effectiveness of your marketing. So—if you follow my lead—don't settle for stuff that looks like this: www.budurl.com/xwy345.

Two of my new ones, as an example, are:

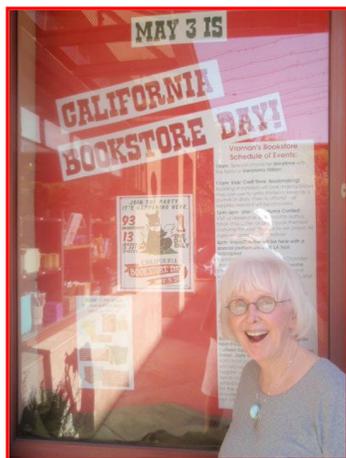
<http://bit.ly/CarolynsAmznProfile> for my Amazon profile page (by the way, it needs a few "likes" if you are in the mood to help me out a bit.

And

<http://bit.ly/FrugalEditorKind> for the new second edition of my *The Frugal Editor*.

Now I have to keep working at hundreds more. It's the principle of the thing. Or am I just crazy?

Keep Writing, Promoting, and Editing,
Carolyn



PS: If you've been following me on Facebook, you know I'm encouraging those who love to read books and those who both love to read and write them to begin a program like California Bookstore Day (the first was May 3) in their own states. Learn more about it from Carolyn Kellogg's article in the *LA Times* (<http://www.latimes.com/books/jacketcopy/la-et-jc-california-bookstore-day-20140430,0,4188568.story#axzz30TpsjSdh>). Big indie bookstores like Pasadena's venerable Vroman's are behind this California original (see their window in pix at left)—special merchandise

and all.

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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>.

Letters to the Editor

Dear Carolyn:

I just had to drop you a line and tell you how valuable I found your book, *The Frugal Book Promoter*, to be. I wish I'd bought it a year ago. I've already changed my approach to what I'm doing. Among other things, your advice finally pushed me to launch a real blog (as opposed to the half-hearted Goodreads thing I had been doing). The link to it is part of my signature block below (see, I did read your book!). I invite you and your SharingwithWriters readers to check it out--after all, you're it's godmother, in a manner of speaking. I didn't totally follow your advice to keep the subject matter fairly narrow; it's kind of all over the place. And I didn't name it after myself, choosing to go the "cute" route instead. But it got off to a fairly decent start for someone who's relatively unknown, and has already made new friends for me. I did fear being at a loss for subject matter, but your advice was spot-on accurate when you said not to worry about that. Rather than coming up short in ideas, I found my biggest problem has been to shut myself up, wrap up my blog writing, and get back to my novel!

I've spent the last several weeks months stockpiling entries, and have enough in reserve to keep it going with two posts a week for about five months, which will allow me to resume work on novel #3 (which has been on hiatus following some health issues). So, we'll see what we see. But I have to admit it's been a blast, and I definitely would not have done it had I not read your book. It's worth noting, by the way, that I'd heard this same advice from other sources, but you were the one who stated the case convincingly.

I also took your advice to have a recognizable public review profile on Amazon. The first review I posted under my actual name was one for your book (it just went live). You didn't really need it but I'm happy to add my voice to your chorus of fans.

Best regards,
FC

PS And no, this note is NOT the result of your advice! I would have written it anyway. :-)

Forrest Carr
Writer and recovering journalist
Author of the novels *Messages* and *A Journal of the Crazy Year*

Co-author of *Broadcast News Handbook*
www.forrestcarr.com

Please check out my blog, The Bashful Bloviator, which is primarily devoted to humor and satire! Find it here:
<http://thebashfulbloviator.blogspot.com/>



I love grammar guru June Casagrande's new book [The best punctuation book, period.](http://bit.ly/PunctuationBook) (<http://bit.ly/PunctuationBook>) because it covers a little about style choices in lots of the sections. I also like it because it covers some things rarely addressed issues 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 more.



Subscribers Sharing with You

On Google + Rumors



Because a key person has left Google, rumors are rampant that Google Plus will be ignored by Google and therefore the service may deteriorate. I don't think you should let those rumors affect your support for it, especially if you're already using it successfully. As long as we're on the subject, I hope you're putting your Plus contacts into categories so you can notify them when you post something on your blog that might be of special interest to them and not when the information wouldn't interest them at all. Joan Stewart, the well known marketing expert and long time subscriber of SharingwithWriters (who has also endorsed SharingwithWriters!), says, "Whether it's Facebook, Twitter, LinkedIn or Google+, these sites are moving targets. Their platforms change so rapidly that it's difficult to keep up. But until Google confirms reports that it is neutering Google+, I'm not slowing down my activities on that site." [Connect with Joan on Google+](#) and tell her I sent you. Be sure to sign up for her [Publicity Hound](#) newsletter, too.



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.



Accessible Contests



Glimmer Train announces its [Short Story Award for New Writers](#). 1st: \$1,500, and publication in Issue 94. **Deadline: 5/31.** If you write literary stories, this journal is well known and prestigious.

Make a Submission

- Second- and 3rd-place winners receive \$500/\$300, respectively, or, if accepted for publication, \$700. Winners and finalists will be announced in the August bulletin, and contacted directly the previous week.
- Most submissions to this category run 1,500 - 6,000 words, but can be as long as 12,000. Please, no more than three submissions per person. [Guidelines](#)

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

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Tip for Writing Better Dialogue: Rent the 1989 movie: *When Harry Met Sally* DVD. Watch commentary that is part of the DVD where director Reiner, actor Billy Crystal, and writer Nora Ephron discuss lots of stuff about writing/directing dialogue.
~Submitted by Lance Johnson, playwright and author of *What Foreigners Need To Know About America From A To Z* (<http://amzn.to/ForeignersAmericaUS>).

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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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Tip: WritingCareer.com is a free online resource to help you find paying markets for your poetry, fiction, and nonfiction. It is updated daily with editors and publisher actively seeking submissions. They look for those that pay standard or competitive rates and don't charge reading feeds. It's edited by Brian Scott (@busyguru).



If you really want people (like me!) to repin the cover of your book or other of your book-related pins, you should have a board dedicated to your own work. That doesn't mean you can't pin you book cover on your other boards when they fit the theme, but consider the difficulty those who want to help you promote will have finding them if they can't go to a designated board—for either all your work or for pins related to your individual titles. If you need examples of how to do that, check my board at

<http://pinterest.com/chowardjohnson>.



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." Do peruse these successes so you'll have an idea of what to submit when you have a big success. In fact, read them in any case because you will find resources for publishers, contents, etc for your own books within these announcements.

Valerie Allen's Newest Book Released



Amazing Grace by Valerie Allen has just been released on Amazon.com and Kindle. www.Amazon.com/Amazing-Grace-Valerie-Allen/dp/1493663690/ref

Alex Hillock disappeared nine years ago. His wife, Grace, is suddenly contacted by an attorney from Ft. Lauderdale with startling news. Against advice of friends and family, Grace takes her two children and leaves the safety of the rural Florida home they share with her mother. Grace has struggled to raise her children. She has ignored years of questions and gossip about her husband. Grace is a simple woman who still believes in her marriage. She believes in love everlasting. In her desperation to pursue this new information, Grace has no idea how it will threaten the well being of her family. ~ Valerie Allen, ValerieAllenWriter.com

Book 'Em Conference Announces Amount Donated to Literacy



Book 'Em North Carolina Writers Conference and Book Fair has picked up a third award and is nominated for the national League of Innovation Award. Robeson Community College, the host and a key component of the event, has awarded the Innovation Award to Dr. James Bass, Dr. Crystal Edmonds, Patricia Clark, Susan Moore and Roy Raby for their work. They have also been nominated for the national League of Innovation Award for the Community College. They will share their experience at the Innovator Spotlight Conference this September and will present at the 2015 Innovator's Conference in Boston, MA next March. Book 'Em North Carolina

had previously been awarded the Francis B. Reid Award to the Friends of the Robeson County Public Library for their involvement, and founder and fellow author p.m.terrell received the Francis Ashburn Honorable Mention from the Friends of the North Carolina Public Libraries for her volunteer work. Book 'Em is now accepting applications from authors for their next event scheduled for February 28, 2015. Visit www.bookemnc.org for more details.

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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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Subscribers Sharing Tips

Tip: The Midwest Book Review's own Jim Cox suggests you visit reviewer Diane Donovan's Web site for an example of a well put-together site.

He says, "If you want to see an exceptionally well designed and information enriched (and yes, I consulted on it just a wee bit) book oriented web site, then I invite you to visit "Donovan's Bookshelf" at www.donovansbookshelf.weebly.com

"Aspiring authors, novice publishers, and neophyte book reviewers will find a great deal that will interest them -- as will the general reading public -- including sections devoted to:

"Recommended Readings
Pick Per Month
Author, Author!
Title, Title!
Author Comments & Accolades
How to Get Reviewed
Recommended Resources
Other Services
About (a succinct autobiographical introduction)
Contact"

Of course, you'll also want to keep Diane's information for the next time you want to a review.

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Did you know that you can buy your e-books from Kindle, even if you don't have a Kindle? Patricia Fry, founder of SPAWN says, "If need an 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>.



Tip: Pinterest offers tips on how to design/write your pins to better catch the interest of your visitors:

<http://businessblog.pinterest.com/post/80116985389/three-ways-to-improve-your-pins>



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

Frugal Conference Worth Traveling For



Los Angeles Valley College

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

June 27-28-29, 2014

The Annual Greater Los Angeles Writers Conference offers three days of learning and networking. Learn from best-selling authors, educators, and industry experts during a full weekend of panels, workshops and presentations by educators, noted speakers, and industry professionals focused on the craft and business of creative writing. Plus you get an opportunity to **meet agents and publishers during a FREE pitch session** who can help you reach your goal of publication! Sign up for this each morning of the conference – free!

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

<http://www.wcwriters.com/glawc/index.html>

Plus, get **NO money down, and up to six months to pay!** (*same as cash*)

And, yes, I'll be on a panel Saturday. We'll talk about what you wish a pro had told you way back when! Scroll down to the appearances and events section at the end of this newsletter for more information.

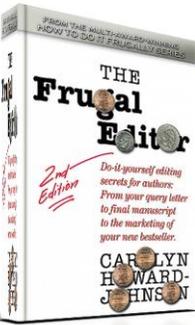
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and four other awards.

I just got my sweet SharingwithWriters readers who might want a similar image at a discount, too! Use this code.15TFE2



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>



Tip: If you write fiction and have uttered these words: "It's easier to promote nonfiction than fiction," or—gasp!—"I can't promote fiction!", Beth Barany's brand new book *Twitter for Authors: Social Media Book Marketing Strategies for Shy Writers* may be what you need. It's perfect for convincing beginners about the whys of Twitter and how to make Twitter effective. Find it at <http://www.twitter-for-authors.com>



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



Editing Tip: Direct from the **new** second edition of [*The Frugal Editor*](#) (as an e-book) comes this tip: You may be enamored of using italics for internal dialogue, but there are very few times where major writing programs (and major literary journals) find them acceptable. *The Frugal Editor* will tell you what those exceptions might. It also gives you some writing techniques that will help you avoid them and in doing so avoid the ire of agents, publishers, and contest judges.



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>.



Tip: Did you know that you can collect tips and quotes from [*The Frugal Book Promoter*](#) by researching hashtag #FrugalBkPromoTips? Or just follow @FrugalBookPromo on Twitter.



Subscribers who have websites or newsletters of their own may be interested in the free Articles 4 Readers and Writers on my site, http://howtodoitfrugally.com/free_content.htm . I try to add new articles to it frequently. If you don't see what you need for your blog or newsletter, just send me an e-mail at HoJoNews@aol.com.



On Poetry



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.

April was poetry month. Sonya Rhen celebrated by honoring a poet-a-day on her blog. Though late, maybe you'd like to drop by to see what she did, how she did it, and even continue the celebration. A poem from Magdalena Ball's and my *Sublime Planet* <http://dld.bz/dm2w5> was featured on Earth Day, April 22. Why not put a promotion like this on your calendar for 2015 and let Magdalena and I know how we might help your campaign. And if you go by Sonya's blog, do leave a comment—however late it might be!

Cyclamen and Swords, published three times a year, published my poem "The Romantic 40s" Inspired by my deceased father's love of jazz. http://www.cyclamensandswords.com/poetry_april_2014_1.php As you can see from the clip below, it was Number One in its category.

Amazon Best Sellers Rank: #3,214 Free in Kindle Store ([See Top 100 Free in Kindle Store](#))
#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Science](#) > [Environment](#) > [Conservation](#)



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 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.



IN THE NEWS: *Consumer Reports* ran an image of this label on their advertising boobos page—one of my fave features. It illustrates the need for Chinese and others with limited English might do



well to hire an English-speaking editor to help them with their commercial ventures. It's hard to read but it says,

"Attention: Asking usage to specify the charger proceeds to refresh The attention defends the tide, strictlying forbid the short circuit Can't close to the fire source the in order to prevent occurrence Bang."

On the other hand, I wish I spoke Chinese even as well as whoever wrote this speaks (writes) English! (-:

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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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Quote: "I have been trying to type out a presentation/speech I'll be giving next Friday and found the process a bit cumbersome and frustrating. In a moment of brilliance, I decided to try handwriting rather than typing and voilá!, the ideas started flowing! For me there is undoubtedly some sort of coordination between brain, hand, pen, and paper that doesn't fully exist when you substitute 'keyboard and screen' for 'pen and paper'" ~Erika Lamoureux, Ph.D. candidate and UCLA Teaching Fellow.

Quote: Being creative is less about the output and more about the process. I also suspect that the notion of fear plays a central role; not in the sense that creative people don't feel it, but that they learn how to manage it and somehow get beyond it; being creative is at least partially about caring about the creative process more that if the output is good or bad, or what other people think about it. ~Erika Lamoureux, Ph.D. candidate and UCLA Teaching Fellow.

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

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Q&A a la Ann Landers

Making the Most of Using Contest Winning Labels

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### QUESTION:

Thank you so much for your precious time! I am a Nautilus Gold Winner and wonder just how helpful it can be to purchase and use gold stickers to put on your book? Can the publisher directly put the Nautilus emblem on the jacket? How can I make the most of this?

Hilda Downer  
poet, *Sky Under the Roof*

### ANSWER:

This is a question I've never been asked. There is a section in [The Frugal Book Promoter](#) about the usefulness of contests and how to make the most of them, but I don't think I included this bit of information.

Most distributors won't apply labels to your book for you and when they do, they usually charge for that. I believe it's worth the money when they do. The labels provided by contests (either given to you as a winner or sold to you) are extremely valuable when you sell books directly to bookstores and/or at your events, seminars, etc. They set your book apart from others—give a reader a reason to choose your book over another similar one. Further, they give the whole cover a certain aura—it's that glitz!

Also, if you want to mention your contest win or reproduce a label on a book cover you can do that easily if you're self-published. It may take some negotiating if you are using a publishing service or are traditionally published, though good publishers would certainly see how they could benefit from shouting out the win far and wide. Most contests offer digital images at no extra charge.

There are lots of other uses for those images, too! On your Web site, on you checks, in your media kit, on the header of your media releases (and in a paragraph in the copy), and on and on. I have a theory. There is really no point in entering your book in a fee-based contest if you don't plan to shout out your win *when* you get it! (-:

CHJ

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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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**Feature**

**Building an Ethical Writing Career**

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When I was taking a class offered to UCLA instructors in ethics, my master professor (those who teach the teachers) said, "Leadership *means* ethics." He knew that wasn't the dictionary's definition, but he knew it was a good start for his class.

I had taken ethics classes before—as part of my journalism minor and as part of a marketing class at USC. I didn't really see a reason for another—this one with a focus on classroom ethics. My theory was that by the time we reach a certain stage in life, we've probably absorbed theories on ethics anyway. But as I began to teach new authors, I was glad to have this update because so many new authors get lead astray by what at first appear to be brilliant marketing ideas for their books. It's a whole new field for us and we may be as starry-eyed as we are ignorant of the end results of our actions.

Authors often get lead astray because they are so focused on their passion—sharing their books with others—but when we look a bit more closely, many of these ideas smack of dishonesty at the best and are scammy at their worst. Things like, "If a library doesn't have your book, ask your friends go into libraries and ask them to order one, you know, even if that friend has already read your book."

Another one: "If you can afford it, buy a ton of books just before its release date so it will hit the LA Times or NY Times bestseller lists." In the early 2000s, one traditionally published author did this and got caught. The story hit national news and it was not a pretty thing to see—either for him or for the publishing industry.

Authors, like other celebrities, must lead by example. It's part of great branding and great branding is part of great marketing. This is such an important part of an author's marketing plan that I mention branding, ethics, and scams (author scams as well as scams perpetrated on authors) quite frequently in [The Frugal Book Promoter](#).

On the other hand, marketing is part of the game. As long as it's tempered by a good, strong dose of ethics, you can be a power marketer who does your writing career—and your book—proud. The reason at the lowest rung of the ladder is Karma. Bad actions can come bite you in the butt. The

reason at the highest run of the ladder is also Karma. You and your readers will reap the highest benefit when you do things for the highest possible reasons.

Here is a quote from *The Frugal Book Promoter* that I hope convinces you that ethics are important.

"I think the word "humble" is used far too often. The thing is, we should be proud of what we do. It's part of doing the right thing. Pride is the stuff that self-esteem is made of and, by extension, the stuff people (that includes authors) need to do good in the world. Friends may mean well when they preach modesty or being humble but they also may be exhibiting passive aggressive tendencies. In either case, it is probable that they don't understand the heart of a writer who usually only wants to share."

It's true. The more we "brag" (or "market") the more good we can do. The trick is, we must learn to do it right. It isn't about us as authors or even about our books. It's about the reader. If it's clear to the people we target with our marketing (our future readers), we'll be successful with it. They'll be grateful. We'll be happy we shared. Everyone benefits.

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

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

Thanks to Darcia Helle . . .

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. . . for her very special review of Magdalena Ball's and my chapbook of poetry for mothers—and just in time for Mother's Day. You'll see this mystery writer is also a review with heart if you go by and peek:
<http://quietfurybooks.com/blog/sheworeemeraldthen>

## Thanks to Dan Poynter...

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... for using a quote from my [The Frugal Book Promoter](#) in his famous

Parapublishing newsletter. I love the regular feature by Barbara McNichol on homonyms that he runs in that letter, too. Subscribe to the newsletter at <http://mad.ly/signups/42313/join>.

Thanks to Margaret McGaffey Fisk...



... a treasured SharingwithWriters subscriber who finally pinpointed the link problem I was having with my last newsletter. Margaret is the author of a romance about a character sworn to protect her sister from an unjust law in steam-driven Victorian England when Lily's wayward heart settles on the one man she cannot have: a police officer. Learn more about her at <http://margaretmcgaffeyfisk.com/safe-haven/>

PS: If you didn't get a copy of the last letter and would still like to know more about selling your book at Costco (pros and cons) and about setting up your office for inspiration according to my own tried and true decorating ideas, go to http://howtodoitfrugally.com/newsletter_copies.htm and click on the May 5 issue.

Eventually others of you saw the problem, too. This is such a good group! Thanks to all who let me know and all who solved the problem!



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



Guest Feature

Advanced Publishing Lesson for Those Who Want To Know Everything



Hi Carolyn,

I saw your comment on LinkedIn. Thanks for responding!

I'm the executive editorial assistant for a publisher, and we're building up a brand-new publishing division at Learning Sciences International in West Palm Beach, FL.

When I graduated college, I really wanted to become an editor (preferably, a medical editor), but that didn't work out. The economy wasn't doing well, so there weren't that many jobs, and a big problem that held me back was my lack of experience. The job I have isn't exactly what I want, but it's in publishing, and that's what matters (I'm not a big fan of marketing).

Anyway, we're about to publish a series of books, and my boss wanted me to find out how to determine the number sequence on the copyright page of books. I just recently found out that it is referred to as the "printer's key" or "impression number." I didn't even realize more information about it was in the Chicago manual. I must have missed it when I was going through.

The impression number is two sets of consecutive numbers located on the copyright page. The first set reads from right to left and represents the last two digits of years. The number farthest to the right in that group is the publication year of that book's edition. The second set reads from left to right, and this one represents the number of possible editions that the book may have in the future. The number farthest to the left in that group represents the current edition number.

Take this sequence for example:

13 12 11 10 9 8 2 3 4

This represents the second edition of a book that was published in 2008.

There are other ways to interpret this sequence, though. At my job, my boss prefers that the number that is missing in the second set is the current edition. So using the sequence above, this particular book would be the first edition.

On the other hand, other publishers may prefer to simply have "First Edition" typed out. There are other ways, too, as you have read on the thread at the forum we both belong to. It just depends on the publisher.

The reason that the impression number exists is to indicate the sales record of the book but also if edits were made that warranted a new edition. Honestly, to me, I still think the sequence is a little ridiculous. Having the copyright date and "First Edition" written out is much simpler!

I wrote a YA historical novel and really hope to be published one day. So, knowing how platform is crucial, that was the reason to begin my website. I will begin querying literary agents again soon.

Dani Lisette Smiles, Aspiring published novelist at www.danilisette.com
I'm also blogging at that site.

PS: [Steve Carlson](#), owner, Upper Access, Inc., Book Publishers, says, "I'm not sure that many people really care about this. However, I believe that any small publisher who cares about trade sales should follow the conventions of the book industry to the extent possible. Major reviewers, distributors, etc., take a quick look at a book to see whether it is published, and if it follows trade conventions they are more likely to take a second look. Therefore, with every new title, I just check the Chicago Manual for the current trade preferences on this and other issues."

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

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Subscribers Sharing Tips

Tip: <http://www.wordle.net/create> is a great site for comparing the keywords on your resume with those for a particular job as well as having fun with words made into attractive images~ *Mindy Lawrence*

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

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An Itty-Bitty Column on Writing

How to Plant a Story

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**By Mindy Phillips Lawrence**

Writing a story is much like planting a garden. It doesn't matter whether the garden is planted on an acre of ground or in containers, you are working for a harvest. The same goes for a short story. Whether it pushes its word count to near novella length or is only 500 words, you want what you write to be fruitful.

**Plan your story:**

How long will your story be? Will you write in the first person, third person or something more experimental? How many characters will your story have (no more than two or three, please)?

**Choose the seed to plant:**

Will it be a true story? Will you write a mystery or a story to awaken your reader's advocacy on some issue? Will you plant a decorative story (flowers) or a useful story (vegetables)?

**Plant in good soil to germinate:**

Where is the setting? Why is the story placed there? What will make readers care if it "lives" or not?

**Water it:**

Add descriptive passages and make the story become real. Come back after first writing and make sure the story says what you want it to say.

**Give it plenty of light:**

Go over and over it after the first draft to make sure it shines. Edit and check any references to make sure they are accurate. Send it to others to get them to look at it for you.

**Fertilize and prune it:**

Add a dusting of yourself in your story. Don't be afraid to prune it if it make the story better.

**Harvest the product:**

Send it out for publication. You never know what will happen until you try.

I hope your word garden meets with success this season. It's a lovely time to write.

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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 column. Find her at [www.mplcreative.com](http://www.mplcreative.com)



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)



## Carolyn's Appearances and Teaching

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UPDATED! The next West Coast Writers' Conference is June 27-28-29th. I'll be on a panel with others sharing what we wished we had heard from pros before we published on Saturday—about 2 pm-ish. Get maps and directions to Valley College for this conference at Los Angeles Valley College, 5800 Fulton Ave, Van Nuys CA 91401, (between Burbank and Oxnard Avenues) at <http://www.wcwriters.com/maps/index.html> There is also a link to the a campus map and special hotel information for those coming from out of town. The conference even offers terms to help author more

easily better their careers.

NEW! I will be a panelist at 7 pm on Monday, September 22 for one of the Publishers Association of Los Angeles (PALA) (<http://meetup.com/Publishers-Association-of-los-Angeles>) biggest events of the year. The topic will be "This Business of Books." Panelists will offer their 5 top tips for publishers and then the audience will ask questions that they have about publishing—like "How do you file your copyright?" and "How far in advance should your pub date be?" It will be in the Rotunda Room at the Vets Memorial Building, 41117 Overland Ave., Culver City in Culver City with free parking. It is free for members and \$15 for non-members.

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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™

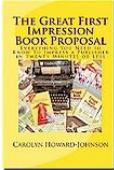
Something to Make Writers Smile

~~~~~



<http://bit.ly/FrugalEditorKind>

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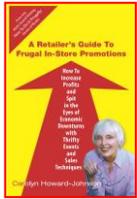
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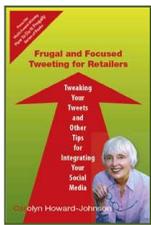
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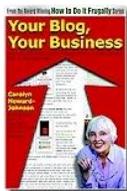
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**Carolyn's Fiction and Creative Nonfiction**

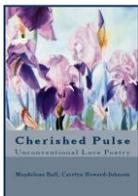
*This Is the Place:* <http://bit.ly/ThisIsthePlace>

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

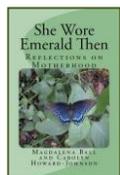
## Carolyn's Poetry



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



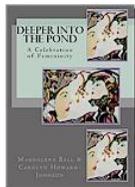
*Cherished Pulse: Unconventional Love Poetry.* Coauthored with Magdalena Ball  
Order e-book: <http://bit.ly/CherishedPulse>  
In print to be used as a greeting card or booklet  
<http://bit.ly/CherishedPulse>



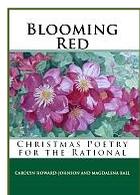
*She Wore Emerald Then: Reflections on Motherhood,* a chapbook of poetry. Coauthored with Magdalena Ball.  
To order paperback, Kindle, or e-book:  
<http://bit.ly/MothersDayKind>



*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>

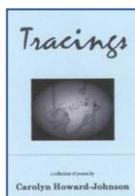
Part of the Celebration Series by Carolyn Howard-Johnson, this little \$6.95 book was written with passion and love for those who understand all the ramifications of the holiday that dominates celebrations throughout most of the English-speaking world. It is a lovely tuck-in gift that goes beyond the 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.

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>

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