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## MEDIA RELEASE

### **For Immediate Release**

Contact: Carolyn Howard-Johnson

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### **Award-Winning Author Continues Trend**

## **Author-Publicist's New Book Garners USA Book News Award**

Carolyn Howard-Johnson's newest book, *The Frugal Editor: Put Your Best Book Forward To Avoid Humiliation and Ensure Success* was named USA Book News Best in the publishing Category. That makes it the perfect pair for the first in her HowToDoltFrugally series of books for writers *The Frugal Book Promoter: How to Do What Your Publisher Won't* was also a USA Book News award-winner.

Howard-Johnson, an instructor at UCLA Extension's Writers' Program, chose to have *Promoter* published in both e-book format and paperback in order to give both emerging authors and her struggling students affordable and convenient choices. *Editor*, is published by Red Engine Press. Both books are available to Kindle readers.

The California Legislature recently named Carolyn Woman of the Year in Arts and Entertainment. She is the first author to be so honored.

The e-book version of FRUGAL hit the top sales spot on its online bookstore in a matter of days after its release.

Carolyn Howard-Johnson's poetry has appeared in literary journals like the *Mochila Review*, *Banyan Review* and *Poetic Voices* and she has published a chapbook of poetry, *Tracings* (Finishing Line Press). She worked for *Good Housekeeping Magazine* and as a journalist for several newspapers. Her first novel, *This Is the Place*, and her book of creative nonfiction, *Harkening*, are also award-winning books.

Learn more about Carolyn Howard-Johnson at <http://www.howtodoitfrugally.com>. Past media releases are available in the media room on that site.

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Support materials available on request.

## About The Author

As a college freshman, Carolyn Howard-Johnson was the youngest person ever hired as a staff writer for the Salt Lake Tribune—"A Great Pulitzer Prize Winning Newspaper"—where she wrote features for the society page and a column under the name of Debra Paige.

Later, in New York, she was an editorial assistant at Good Housekeeping Magazine. She also handled accounts for famous fashion publicist Eleanor Lambert. She wrote releases for celebrity designers of the time including Pauline Trigere, Rudy Gernreich and Christian Dior. She was also a consultant to the Oak Park Press in the Chicago area.

Her nonfiction and humor have been seen in national magazines and her fiction and poetry appear regularly in anthologies and review journals. She is or has been a columnist or reviewer for the Pasadena Star News; Home Décor Buyer, a trade magazine; Myshef.com, and the Glendale News-Press, an LA Times affiliate among others.

She studied at the University of Utah, graduated from USC and has done postgraduate work in writing at UCLA. She studied writing at Cambridge University, United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University in Prague and conducted workshops and seminars at San Diego State University's renowned Writers' Conference and Dayton University's Erma Bombeck Writers' Workshop and others nationwide.

The author's first novel, *This Is the Place*, and her book of creative nonfiction are award-winners. She also wrote a screenplay, *The Killing Ground*. Her book *The Frugal Book Promoter: How to Do What Your Publisher Won't* was named USA Book News' Best Professional Book of 2004 and was given the Book Publicist's of Southern California's Irwin Award.

Howard-Johnson's stories have appeared in anthologies like: *Pass/Fail*, edited by Rose A. O. Kleidon, PhD; *Calliope's Mousepad*, and in review journals like California State University at Stanislaus's *Penumbra* and the *Mochila Review*.and many others.

She has been honored as Woman of the Year in Arts and Entertainment Award by California Legislature members, Carol Liu, Dario Frommer and Jack Scott and was given her community's Character and Ethics award for her work promoting tolerance with her writing. She was also named to Pasadena Weekly's list of 14 women of "San Gabriel Valley women who make life happen" for literary activism.

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

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

Karin Ireland, author, motivational speaker

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

Francine Silverman, Editor [www.bookpromotionnewsletter.com](http://www.bookpromotionnewsletter.com)

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## Mini Biography

Carolyn Howard-Johnson's first novel, *This Is the Place*, won eight awards. Her second book, *Harkening: A Collection of Stories Remembered*, creative nonfiction, won three. An instructor for UCLA Extension's world-renown Writers' Program, her book *The Frugal Book Promoter: How to Do What Your Publisher Won't* is recommended reading for her classes, was named USA Book News' "Best Professional Book 2004," and was given the Irwin Award. Her second book in the How To Do It Frugally series is *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*, also a USA Book News award-winner as well as the winner of the Reader Views Literary Award in the publishing category. Her chapbook of poetry *Tracings*, was named to the Compulsive Reader's Ten Best Reads list and was given the Military Writers' Society of America's Silver Award of Excellence. She is the recipient of both the California Legislature's Woman of the Year in Arts and Entertainment Award and American Business Women's Association's Woman of the Year award. Her community's Character and Ethics Committee honored her for promoting tolerance with her writing. She was also named to Pasadena Weekly's list of 14 "San Gabriel Valley women who make life happen." She is a popular speaker and actor. Her website is [www.HowToDoltFrugally.com](http://www.HowToDoltFrugally.com).

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

Vicki Malone, Publicist, Red Engine Press

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

Georgia Richardson—Queen Jaw Jaw, author,

*A Funny Thing Happened on the way to the Throne,*

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

## Mini Synopses or Loglines for Books

### **For: *The Frugal Book Promoter: How to Do What Your Publisher Won't***

ISBN: 193299310X Star Publish

For only a few cents a day THE FRUGAL BOOK PROMOTER assures your book the best possible start in life. It is full of nitty - gritty how -tos for getting nearly-free publicity. Carolyn Howard-Johnson, an instructor for UCLA's Writers' Program, shares her professional experience as well as practical tips gleaned from the successes of her own book campaigns. She tells authors how to do what their publishers can't or won't and why authors can often do their own promotion better than a PR professional. It won the Irwin Award, USA Book News' Best Professional Book award and it has been Star Publishing's top selling book for three years running. <http://www.amazon.com/Frugal-Book-Promoter-What-Publisher/dp/193299310X/>

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### **For: *This Is the Place***

ISBN: 1588513521 AmErica House

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

A young journalist realizes that because she is half Mormon and half Protestant she is not suitable material for love. She delves into her Mormon heritage and journals her way through prejudice into redemption. She learns to mend her own life when she finds she cannot mend her world. This novel, set in Salt Lake City in the 50s, reveals not only complexities of the heart but the secrets of what some consider a mysterious place and culture. It is especially relevant since Mitt Romney has been running for the Republican nomination and Warren Jeffs, a polygamist prophet, is on trial in Utah. "This Is the Place" has won eight awards including the Critics' Choice award. <http://www.amazon.com/Frugal-Book-Promoter-What-Publisher/dp/193299310X/>

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

ISBN: 1591295505 AmErica House

Harkening explores the little white lies and solemn truths that one charming, idiosyncratic family loves to repeat. Each story is stitched to the next to become a saga of their sojourn from Michigan through a vanishing railroad town in New Mexico, then into Utah and finally (and happily), to a place where individuality can thrive. "Harkening" has won three awards including Word Thunder's Excellence in Writing award. <http://www.amazon.com/gp/product/1591295505/>

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

ISBN: 1-59924-017-3 Finishing Line Press

Tracings touches chords—both major and minor—for readers interested in nostalgia, tolerance, culture and aging. The author traces her life's experiences and for her it feels like "a movie reel running backwards." "Tracings" was named to the Compulsive Readers' Ten Best Reads list and given Military Writers' Society of America's Award of Excellence. <http://www.amazon.com/gp/product/1599240173/>

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

ISBN: 978-0-9785158-7-4 Publisher: Red Engine Press

There are gremlins out there determined to keep your work from being published, your book from being promoted. They —resolved to embarrass you before the gatekeepers who can turn the key of success for you —lurk in your subconscious and the depths of your computer programs. Whether you are a new or experienced author, *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success* will help you present whistle-clean copy (whether it's a one-page cover letter or your entire manuscript) to those who have the power to say "Yea" or "Nay." It is the winner of USA Book News Best Writing/Publishing Book. <http://www.amazon.com/gp/product/0978515870/>

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

***Minutes or Less*** ISBN: B000YG6O5U Publisher, Amazon.com The perfect learning experience for those who want to learn to wow an editor in no time flat and only 49 cents out-of-pocket! [http://www.amazon.com/gp/product/B000YG6O5U/ref=cm\\_arms\\_pdp\\_dp](http://www.amazon.com/gp/product/B000YG6O5U/ref=cm_arms_pdp_dp)

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## Praise and Recommendations for THE FRUGAL EDITOR

"Nothing demonstrates professionalism like a well-edited submission. Follow Carolyn Howard-Johnson's clear, step-by-step self-editing approach in *The Frugal Editor* and you'll submit like a pro."

Gregory A. Kompes, Conference Coordinator, The Las Vegas Writer's Conference

"Carolyn Howard-Johnson has done it again! Whether you're writing your first book or tenth, *The Frugal Editor*, Best Book Forward is a must-read."

Tim Bete, director, Erma Bombeck Writers' Workshop and author, *IN THE BEGINNING THERE WERE NO DIAPERS*.

"...Carolyn Howard-Johnson has created a practical guide to editing your work which you'll want to keep handy and refer to every time you finish a piece of work, whether it be a query letter, a simple pitch, or a novel. Use her system step-by-step and you will very likely see your work change from an attractive lump of coal to a polished diamond editors won't be able to refuse."

Magdalena Ball, editor, *the Compulsive Reader*

"Good editing of any written work can translate to nothing less than the difference between acceptance and rejection. In this invaluable and engaging resource, Carolyn Howard-Johnson masterfully elevates an oft-misunderstood practice into the critical component of writing that it is. This book is SO needed out there."

Peter Bowerman, Author, *The Well-Fed Writer* series <http://www.wellfedwriter.com/>

A down-to-earth, practical reference for getting a manuscript as close to perfection as it can possibly be. I'm excited about this book and will rely upon its easy-to-apply advice regularly. Thank you, Carolyn, for making book production (publishing; editing) so much easier!

Peggi Ridgway, author, *SUCCESSFUL WEBSITE MARKETING* and other business books

"*The Frugal Editor: Put Your Best Book Forward To Avoid Humiliation and Ensure Success* will become a well-used reference for writers around the world."

Cheryl Wright, editor *Writer2Writer*

"I myself have a shelf of reference books on writing, grammar, style and editing.

One of those is *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*, by Carolyn Howard-Johnson."

Virgil Jose, writer and freelance editor [scribel937@yahoo.com](mailto:scribel937@yahoo.com)

"Good editing is like honest business accounting: If you don't have it, you end up with a mess. *The Frugal Editor* is a must for the novice writer who needs to make that ideal first impression and the writer with a tenth book hitting the shelves who has become complacent about his brilliant prose."

Kristin Johnson, author and writing consultant

"*The Frugal Editor* is like having a dear writer friend who's computer-savvy and a wonderful editor share all her secrets and tips for success with you - useful, entertaining, valuable."

Tara Ison, author *THE LIST*

"In the wake of the Erma Bombeck conference, I'm finding *The Frugal Editor* every bit as pithy and humane as *The Frugal Book Promoter*. You really find the heart of a sometimes disheartening business! By all means, keep more of my gremlins at bay with your editing handout!" ~ Christopher Yeager, publisher Raku Publishing

## Praise and Recommendations for FRUGAL BOOK PROMOTER

"If you're going to read only one book to get other people to read your book, it should be *The Frugal Book Promoter*."  
Tim Bete, director of the Erma Bombeck Writers' Workshop and author of *IN THE BEGINNING THERE WERE NO DIAPERS*

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

The whole promotion or lack of promotion from publishers is something that I find confusing. They print, distribute, ship and then let the majority of their books just die! It's a nutty business model. Hence I'm very interested in your e-book!  
Eric Dinyer, author/photographer of *EFFORT AND SURRENDER*

{Carolyn Howard-Johnson is} an incessant promoter who develops and shares new approaches for book promotion.  
Marilyn Ross, Founder, Small Publishers N. America and author *THE COMPLETE GUIDE TO SELF PUBLISHING*

THE FRUGAL BOOK PROMOTER. I love it. Most authors don't have "deep pockets" for publicity, promotion and marketing; this is the kind of information we need! The chapter on the perks available on Amazon is a perfect example of the kind of practical advice offered—the kind that took me months to discover.  
Rolf Gompertz, author, veteran publicist for NBC and 30 year UCLA Extension instructor in marketing

The Frugal Book Promoter offers practical advice the author has gleaned from personal experience. Unlike other books and articles on the subject, this one is detailed—and it's chock full of ideas that even seasoned book promoters will not have tried.  
Dallas Hodder Franklin, author and editor of [www.SellWritingOnline.com](http://www.SellWritingOnline.com)

Wow. What more can I say? Interesting, informative, readable and more. Easy to follow, quotes and technique mixed in together wonderfully. This is an A-one job. Watch out world! I'm going to have to put it under my pillow.  
Leora G. Krygier, author of *FIRST THE RAVEN* and *WHEN SHE SLEEPS*

I thought I knew all there is to know about promotion but you have taught me so much.  
Mary Anne Raphael, author of *HOW TO SURVIVE AS A FREELANCER*

I've long recommended John Kremer's *1001 Ways to Market Your Books*, but until now, I didn't have many other "staples" to recommend to new authors looking for publicity.  
Jenna Glatzer, author of *Make a Real Living as a Freelance Writer*



## Publicity & Appearances

Carolyn appears on hundreds of TV and radio programs—both national and local—expos, book fairs, panels and more:

**Print Media: NEWSPAPERS: Glendale News-Press (LA Times Affiliate):** Front Page, color picture, theme tolerance. March 16, 2001. **Community Forum**, March 19, Featured article with picture. Subject: Letters-to the editor response. **LA Daily News:** January 29, 2001. With Picture. Subject: Quasi Memoir—never too late to follow a dream; **Pasadena Star News & Associated Papers:** Arts and Entertainment, Sunday Dec. 2, "Author revisits 'The Place.'" **The Desert Woman.** **MAGAZINES: Nevada Woman**, monthly magazine, Interview by Jon Bastian with picture. May 2001. **UCLA Writers Quarterly**, several issues, **Ventura County Star**, Interview by Lisa Osborne, May 2008.

**TV: "Coffee Break"** WLTZ-NBC, interviewed by Kathy Anderson; Tape Available. **"Gateways,"** Glendale Cable, Interviewed by Ann Ransford, tape Available. Nationally syndicated **"Connie Martinson Talks Books;" "Edna Talks,"** Local Cable. Interviewed by Peter Kulevich, **CBS2 Nightly News**, Palm Springs, CA. **TV "Gateways,"** Glendale Channel 15, ½ hour interview, 2004". **National Armenian TV**, poetry reading. Also national commercial ad for **Time Life CDs.**

**Radio: "Joe Mazza Show"** Syndicated 430 stations, 1 hour interview, return invitation to discuss my cookbook. **"Jane Prince-Jones Show,"** KFZO, Lubbock, TX and several return engagements. **"The Don Russell Show,"** WSTC/WNLK, Norwalk, CT. **"Book Crazy,"** KCTK960, Phoenix, AZ, Debbie Neckle Reviewer. **KDSL Talk Radio**, Salt Lake City, UT., Lyle Morris, interviewer, tapes Available. **"Chuck Baker Show,"** hottalk1460, Colorado Springs, CO. **"The John Taylor and Jay Bailey Early Morning Show,"** WORC1310, Worcester, MA. **"The Nick D and Garry Lee Show"**, WGN, Chicago, IL. **"The Jim Robey Show,"** WCBC, Cumberland, MD. **"The Evie Ybarra Show,"** KVTA Ventura, Ca. 3 appearances. **"The Demitri Vassilaras Show,"** WWVA, West VA. **"Prime Time Drive,"** hosted by Steve Bowers, News-Talk 101.5 FM, Jackson, TN. **"Talk with John Quintaine,"** WJCW 910AM, Jonesborough, TN. **Lee Mirabal Show, WSRadio.** **"News/Talk" with Harrell Carter,** WNWs 101.5 FM, Jackson, TN, and more. **The Maxine Thompson Show,** streamed on ArtistsFirst.com, **VoiceofAmerica,** archived at VoiceAmerica.com. **"Lubbock in the AM,"** KFYO, multiple appearances, **Business Dialogue,** with Barry Allen, **KFNX 1100; Beyond Words** with Fran Halpern at NPR affiliated NPR affiliate, 88.3 in Ventura County & 102.3 in Santa Barbara County, and more than 100 online streaming shows.

**Reviews: Library Journal, Midwest Review, The Book Reporter, USA Book News, Foreword, Sormag, The Jamaican Review.** Web: **Sime-Gen.com, luniverse.com, Terrashare.com, Themestream.com, Wordthunder.com** and at least 100 other review sites.

**Interviews: Nevada Woman, TheWritersLife.com, National Assoc. of Women Writers** and more than 50 others.

**Trade Shows and Expos:** Featured author/signing, SPAN booth; **Book Expo, Chicago;** Featured Speaker, **Great Salt Lake Book Fair;** and **San Bernardino Book Fair; LA Times/UCLA Book Festival;** Panel Moderator at **Call to Arts Expo, 2004, Pasadena Convention Center;** Panelist at **UCLA's Fall Book Faire.** Signing author, **Biblio** booth, **BEA, 2007.**

**Small Publishers of North America College (SPAN),** Atlanta, GA; **Romance Writers of America,** Orange County Chapter, 2001, San Diego Chapter, 2007; **Authors and Arts Series,** Glendale City Public Library; **The Monrovia City Library Speaker Series, American Women in Business,** and numerous book discussion groups. Retail Seminars, **The California Gift Show, The LA Mart, California Marketing Center. Book Publicists of Southern California, American Board of Hypnotists Conference, Nevada's Writer's Conference, Dayton University's Erma Bombeck Writers' Conference** (two separate conferences) , **San Diego State University's Writers' Conference, West Hollywood Book Fair, 2005, 2007, Duarte Book Fair, Diamond Bar Book Fair, American Board of Hypnotists, Sinclair Lewis Writers' Conference, Vroman's Bookstore (Panel); Publishers and Writers of San Diego; Pen & Paper Symposium, Dayton, OH; Southern Book Fair, Nashville, TN, California Writers Club, Sierra Branch, Ridgecrest, CA.**

**Signings:** Book Expo America, Chicago, Ill, June, 2001; Waldenbooks: Los Angeles (Macy's Plaza), CA; Burbank, CA.; Thousand Oaks, CA; Brea, CA; Downey, CA; Lakewood, CA; Montebello, CA; Palmdale, CA.; Orange, CA; Baldwin Hills, CA; Provo, UT; Murray, UT; Columbus, GA; Norcross, GA; Atlanta, GA; Duluth, GA; San Bernardino, CA; Palm Desert, CA; Moreno Valley, CA; Brentano's: Sherman Oaks, CA; Atlanta, GA; Glendale Community College Bookstore and more.

**Featured Readings: Autry Museum of Western Heritage,** Griffith Park, LA; **The Great Salt Lake Book Festival,** SLC, UT; **Vroman's Bookstore,** Pasadena, CA, **Frugal Frigate,** Redlands, CA, **Penelope's Book Café Gallery,** LaCanada-Flintridge, CA, **Inland Empire Bookfest,** San Bernardino, CA. **The Desert Woman Newspaper** Annual Book Lovers Luncheon, Palm Desert and return visits, **Wal-Mart and Sam's Club** Reading for Literacy Day, Palm Springs and Cathedral City, CA; "Three Faces of Tolerance" presented by The **Glendale Coalition for Human Equality** and The Friends of the Glendale Library;

**Teaching: UCLA Extension's Writers' Program Instructor;** Awarded UCLA Extension's **Instructor Development Program** certificate March, 2005; founder/facilitator of **Glendale Library Critique Group. Workshops, Panels** at bookstores like Vroman's in Pasadena; **Audioclass Series** for Double Dragon Press. **Amazon to Your Advantage Audios** for Authors' Coalition, **Pen USA Fellows,** Antioch University, two years.



## Recognition and Awards

### California State Legislature's Woman of the Year in Arts and Entertainment Award, 2004

First Author Ever Given this Award

**Reviewers' Choice Award:** *This Is the Place* named first place, Sime-Gen's mainstream category, spring 2001.  
**Red Sky Press Award:** 2001, judged by Rose A. O. Kleidon, Prof. Emeritus of English at University of Akron.  
**Masters Literary Award:** Finalist 2000.  
**New Millennium Literary Award:** Semifinalist, 1400 entries, June, 2001.  
**Mille Club:** Honored by AmErica House, Baltimore, Md. for sales and promotion.  
**Preditors and Editors Readers Poll:** *This Is the Place*, Top 10 Novels 2001, 2002. *Harkening*, Top 10 Literary 2003.  
**NUW's Award of Excellence:** Editor: Kristie Leigh Maguire.  
**MyShelf.com:** Ten Best Reads for *This Is the Place*, 2002. Also *The Frugal Book Promotet* in 2005.  
**Women WritingOnLine Award:** Honorable Mention, first person essay "Life Begins at 60."  
**Zino.com:** Award for outstanding article, May, 2003: "Taking a Dose of What's Good for You."  
**Book Crazy Radio Network:** Award celebrating 100 reviews.  
**Long Story Short:** Poem of the Month, "Shelf Life," March 2204.  
**#1 Best Sellers:** EBookAd.com, *The Frugal Book Promoter*, 2004. Also at Starbooks.com for 2005, 2006, 2007  
**Reviewer's Choice Masterpiece:** selected by reviewer Lori Soard for WordMuseum.com.  
**Readers' Award:** For The Pedestal Magazine for poem, "Olvera Street Tutorial." Editor, John Amen.  
**Glendale's Character and Ethics Committee:** Recognition for work promoting tolerance.  
**Book Publicists of Southern California:** The **Irwin Award** for best cost-effective publicity campaign.  
**Pasadena Weekly's List of San Gabriel Valley's Women Who Make It Happen**, 2005.  
**The Compulsive Reader**, The Year's 10 Best Reads of 2004, for *Tracings*.  
**The Military Writers' Society of America**, Silver Award of Excellence, 2006, for *Tracings*.  
**Publishers and Writers of San Diego**, honorary member, 2007-2008.  
**American Business Women's Association (ABWA)**, outstanding woman, 2007.  
**Amazon.com Top Ten Books in Sales**, Sept. 2007, *The Frugal Editor*.  
**Top 10 Podcast** on AuthorAccess.com.  
**Star Publish Top Selling Book** since publication.  
**Reader Views Literary Award**, *The Frugal Editor*, publishing category, 2007.

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

**Tomrbooks:** Calley Moore, editor.  
**Aspiring Authors:** Diana Redman, editor.  
**Word Thunder:** Sarah Mankowski, editor.  
**My Shelf:** Brenda Weeaks, editor.  
**Authors' Cove:** First featured Writer of the Month. Erika Michell, editor.  
**Queen Jaw Jaw:** Featured author, Georgia Richardson, editor  
**MichelleDunn.com:** *The Frugal Book Promoter* is her Writers' Resource Book-of-the-Month for June 2005.  
**Writing News:** "Sharing with Writers" newsletter honored. editor Belinda Hughes.  
**Tri-Studio**, First Featured Poet. editor Kathe Gogolewski.  
**Speechless The Magazine**, Featured poet, with poems from *Tracings*  
**Poems for You:** Featured book of poetry, Kristin Johnson, editor.

USA Book News Best Professional Book 2004 Award —THE FRUGAL BOOK PROMOTER  
USA Book News Best Publishing Book 2007—THE FRUGAL EDITOR

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## Audio Class Series for Writers:

Your audio class awoke a spark in me that had simmered down to a mere sizzle. Your audio, listening to your voices, made me feel a part of your own promotional gang and for this it is I who would like to thank you.

Lea Schizas, reviewer for The Muse Book Reviews and editor of Apollon's Lyre.com

<http://leaschizaseditor.tripod.com/>

### Learn While You Drive:

Carolyn and Authors' Coalition members, Allyn Evans, Joyce Faulkner, Kathe Gogolewski and Marilyn Peake, produced audio classes to help writers with writing skills, book promotion, and technology. Access new audio classes regularly in MP3 or CDROM at <http://www.double-dragon-ebooks.com/audio.asp>.

Get a sample class of "Radio: A Do-It-Yourself Guide to Promoting Easy and Cheap!" at no cost on the Double Dragon Publishing (DDP) website:

<http://www.double-dragon-ebooks.com/imprintlist.asp?imprint=PODRADIO>

Listen to a mini podcasts of these audio classes at: <http://tri-studio.com/kathegogolewskiAUDIOCLASSES.html>

**Head to Head: A Writer's Audio Handbook** is a new series of audios published for Double Dragon Publishing.

**The Amazon Way: Target the Right Reading Audience FREE** is a series of audios that will help writers use Amazon.com to their best advantage. Available at <http://authorscoalitionandredenginepress.com>.

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Learn more about the instructors and find a list of the coming classes at <http://tri-studio.com/kathegogolewskiAUDIOCLASSES.html> or go to the Authors\* Coalition site at [http://authorscoalition.redenginepress.com/ddp\\_teleclasses.htm](http://authorscoalition.redenginepress.com/ddp_teleclasses.htm).

**"I refer to [*The Frugal Book Promoter*] all the time. I used it last year for an editor pitch at a conference - my first pitch - and I got a request for three chapters. Big NY publisher. I don't think that would have happened without your book. In fact, I'm sure it wouldn't have. Before I came across you, and then *Frugal*, I had no idea that my publisher wouldn't do publicity for me. You were a real eye-opener! Still are sometimes." ~Cheryl Wright, author and editor of [Writer2Writer.com](http://Writer2Writer.com)**

**"After reading *The Frugal Book Promoter*, you may know more about book publicity than your publisher." ~ Tim Bete, director of the Erma Bombeck Writers' Workshop, Dayton University**

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Phone: 818-790-0502

## Amazon Short:



## Endorsements:

"I just finished reading your Amazon Shorts - The Great First Impression Book Proposal. As I was reading, I kept wondering where I knew your name. Then it hit me - Shelfari! You encouraged me to write a profile about myself. I haven't done that yet. I will.

"I think that is amazing. To have you as a friend on Shelfari and then read your Amazon Short as a resource. It is a great Short by the way. I like your style and encouragement.

"I was a bit intimidated about finishing my book proposal. I was thinking it had to be stiff and boring. I even have dialogue in it. I thought I'd have to cut it out. Now, I'll probably leave it in." ~Wanza Leftwich, [www.thegospelwriter.blogspot.com](http://www.thegospelwriter.blogspot.com)

" I love [Great First Impression Book Proposal]! My husband was amazed at all the info crammed into this short. You could have charged a lot more. I just re-vamped my proposal to follow the guidelines in it for my latest book, PALMS READ IN LOVE & LIGHT." ~ Myrna Lou, Palmist/Psychic/Author, [www.myrnaloupalmistry.com](http://www.myrnaloupalmistry.com)

## Publications (Partial)

### ANTHOLOGIES:

- **Pass Fail:** Ed: Rose A. O. Kleidon. Kleidon Publishing. An anthology of stories about experiences in education.
- **Calliope's Mousepad:** "Humane Society." By invitation. Ed: Sarah Mankowski.
- **Mothers of Writers:** By invitation. Publish America, Fredericksburg, MD.
- **The Joy of Cancer:** By invitation. Edited by Brenda Avakian, M.A. Published 2003.
- **Feminine Writes:** By invitation. Edited by Sheri' L. McConnell: founder, National Assoc. of Women Writers.
- **Artists for a Better World:** Poem. "Peril."
- **Paws and Whiskers:** Short story, "Humane Society."
- **Holiday Writes,** edited by Betty Dobson, assorted poems.

### PUBLICATIONS:

- **Copperfield Review:** Excerpt TITP summer, 2002; Poem "Peril," 2003.
- **Penumbra, Calif. State Univ. Stanislaus'** literary journal: Short story, "Helper," 2003.
- **The Banyan Review:** Short story "Grandfather Rock," July, 2003.
- **Sparks Magazine, Subtle Tea: The Feminist Journal:** Poem "Woman's Day," 2003.
- **Yarrow Brook Review: Poem** "Where I Am," 2002; Flash fiction, "Remembering Joe," 2003.
- **Poetic Voices:** Villanelle "Adaptation" Sept. 2003.
- **Lunarosity:** Poem, "Pleading for Sylvia," March 2004.
- **Mochila Review:** Poem "Big Screen Snack," May, 2004.
- **Long Story Short:** Poems "Bon Sai," Jan. 2004; "Woman's Day," March 2004; Short story "A Not-So-Stupid-Crook Story," March, 2004; "Shopping on Robertson," June 2004; Poem, "Children Today Don't Have Enough Leisure Time," Nov. 2004, "Musing Over a New Calendar," and "New Year," Jan. 2005.
- **Apollo's Lyre:** Poem "Deciphering Sound," May, 2004.
- **The Pedestal Magazine:** Poem "Olvera Street Tutorial," April, 2004.
- **The Literary Mama:** Short story "Finding the Way," May, 2004.
- **The Journal of the Image Warehouse:** Poems, "The Dangerous Lizard of Gabon," "Poetry by Damned," and "Perfectly Flawed."
- **Re)verb:** Poem "Faith in LA," spring, 2005.
- **Mindprints:** Allan Hancock College, Santa Maria, CA., Poem "Bon Sai," Annual 2005.
- **Edifice Wrecked:** Literary Journal, fall 2004, poem "Shelf Life."
- **Top 7 Business,** Edited by Christopher M. Knight:
- **Sunspinner Magazine:** Poem, "Olvera Street Tutorial," 2005
- **The Beat** (Literary Magazine): Harkening Excerpt, "Neighbors," Spring, 2005.
- **Mary, Mt. St. Mary's College** Journal, Spring 2005.
- **Niederngasse,** an international journal "Eavesdropping at the "Writers' Faire," July, 2005, [www.neiderngasse.com](http://www.neiderngasse.com).
- **Penwomanship,** Poem, "Antigua's Hope," Aug. 2005.
- **Barricade,** Edited by John Newmark, "Upon Safety, Illusion and a New Way to Think, December, 2005
- **Travelers' Tales,** Excerpt "Every Heard of Terezin?" 2006
- **A-pos-tro-phe:** Poem "The Lecture: Incomplete and Considerately Abridged," <http://www.a-pos-tro-phe.com/v2n3/thelecture.html>
- **Riley Dog:** Excerpt from a poem "The Lecture: Incomplete and Considerately Abridged." June, 2006.

- **Subtle Tea,** edited by D. Herrle, Poems, "Learning About Sex When All Else Fails" and "Another Day." Aug. 2006.
- **Under the Roc,** Poem, "Shelf-Life," 2007.
- **Lunarosity,** Short short story, "Artemis," February, 2007.
- **Muscadine Lines:** A Southern Journal, "Dandelions in Autumn," fall 2007.
- **Coffee Press Journal,** poem, "The Fragile Art of Warfare." Nov. 2007.
- **Life in the USA,** short story, "A Not-So-Stupid-Crook Story." Nov. 2007.

### COLUMNIST:

- **Home Décor Buyer**
- **MyShelf.com**
- **Book Review Café.com**
- **Sell Writing Online.com**
- **Formerly:**
- **Pasadena Star News**
- **Salt Lake Tribune**
- **Authors Almanac**

### CONTRIBUTOR:

- **Effort and Surrender** by Eric Dinyer, Andrews McMeel Publishers: wrote the introduction.
- **Cooking by the Book:** intended to feed readers' appetites for books as well as their tummies.
- **Musings: Authors Do It Write!:** A Collection of essays from twelve international writers.

### BOOK CLUBS:

- **NUW's Selection:** *This Is the Place*, October, 2002; *Harkening* January, 2003

### PROFESSIONAL:

- **UCLA Writer's Program,** instructor
- **Founder, Facilitator Critique Group,** Glendale Library System
- **Yarrow Brook Literary Review:** Editorial
- **G.A.P.,** publisher, advisory board
- **Maguire-Gisby Associates,** publicists, advisory board
- **Poets & Writers:** Listed in Directory of American Poets and Fiction Writers.

### OTHER:

#### Book, Movie and Theater Reviews:

- **Glendale News-Press**
- **ApplosLyre.com,**
- **SellWritingOnline.com**
- **MyShelf.com**
- And a several other websites and online newsletters.

### RETAIL:

- **Giftbeat**
- **Home Décor Buyer**
- **Gift and Decorative Accessories**
- **CBC** insert

### PROFESSIONAL:

- **UCLA Writer's Program** Instructor
- **Glendale Library System:** Leader, Founder Critique Group,
- **Yarrow Brook Literary Review:** Editorial
- **G.A.P. Publishers:** Advisory Board
- **Maguire Gisby Associates,** Publicists for Authors and the Publishing Industry: Advisory Board.

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## Available Seminars/Workshops

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

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

**Bring the Dead Back to Life Using Your Genealogy and New Publishing Technology** Now you've done the research, what next? Carolyn gives 10 quick and easy ways that anyone can turn family history into bedtime reading for kids from 1 to 100.

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

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

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

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

**Use Your Writing Skills to get Free Publicity** Carolyn was a publicist for Eleanor Lambert Agency in New York and did publicity for her own retail chain of stores. She is the author of THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T and has written articles on publicity for Home Décor Buyer and others. She'll share secrets about how writers can use their own writing to garner publicity.

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

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

**Put Your Best Book Forward: Editing to Impress the Gatekeepers of Your Success and other editing topics.**

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

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

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

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## Unsolicited Praise for Carolyn's Seminars:

**"Yours was simply the most informative workshop I've ever been to.**

**And your book is going to be, as Gordon Kirkland promised, tattered in short order."**

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

**"You provided step-by-step information that I can use right away to advance my career.**

**Your workshop was AWESOME!**

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

**It was a delight to attend your workshop at the Erma Bombeck Conference this past weekend.**

**I'm just about to launch my Web site and e-newsletter, so your branding information came just in the nick of time. I'll be making some changes to my site with the information you shared.**

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

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

Dorothea Helms, Dayton University workshop attendee



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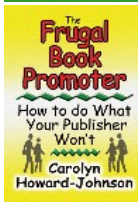
## Sample Review

*Permission granted by Magdalena Ball to print this review at no charge. The reviewer requests that the article not be abridged and be credited in full. Credit should also be given to the original publisher, The Compulsive Reader.*

A Must-Have for Any Author

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

## Review of The Frugal Book Promoter by Carolyn Howard-Johnson



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

### Reviewed by Magdalena Ball

The Frugal Book Promoter  
By Carolyn Howard-Johnson  
Star Publish & Venus Romance  
ISBN 1-932992-11-8, July 2004  
248 page E-book, \$9.00usd

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

How does this writing and publishing help you promote your book? It's all about something called branding (see chapter two). Every time your byline appears, you are

making editors, agents, webmasters, and other writers aware of you and what you do. Every time you are published, for pay or not, your tagline appears complete with a link to your website, your e-mail address or a bookseller's site. Every time you are published, that achievement becomes part of

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your résumé, part of your media kit, part of the confidence you need to promote with your chin up and a brave smile on your face.

The Frugal Book Promoter covers things like the nature of Public Relations, the all-important concept of self-branding, taglines, pulling together a pitch, a step by step guide to building a media kit, building credentials, using other forms of writing to sell your book, creating a newsletter, using writer's conferences, networking, setting up a website, creating mailing lists, working with contracts, whether you should hire a publicist, how to design a good book cover, using blurbs, getting a professional photo, using promotional items, how to capture the publicity editor's attention, using postcards, obtaining and using book reviews, getting media interviews, television and radio, book expos, reading groups, book signings, using free e-books, and lots more. Throughout the book are quotes and suggestions from well known self-publicists and experts in the publicity field, along with a wealth of anecdotal information from Howard-Johnson's own considerable experience. There are lots of examples, as well as some practical templates that readers can modify to suit their own needs, checklists, and a wealth of hyperlinks to other sources, some well known and some fairly secret.

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

The book is available now as an e-book from [http://starpublish.com/carolyn\\_howard-johnson.htm](http://starpublish.com/carolyn_howard-johnson.htm) and as a paperback and can be ordered at <http://www.bn.com> or [www.amazon.com](http://www.amazon.com).

*"While brainstorming marketing ideas with one of my authors about a year ago she informed me she had just purchased the book "How to Do What Your Publisher Won't." My immediate reaction was an internal "oh no" and then I clicked to Amazon to order it, and read up on what it was I wasn't going to be doing! When the neon green book arrived I devoured it. I was hooked from the first line in Carolyn's acknowledgement: "Oh, to remember all those who have been instrumental in the birth of a book!" By the time I was done there was as much neon highlighter yellow inside as neon green outside, and a fan of post-its make the book look like a yellow-feathered peacock! Carolyn Howard-Johnson has "been there, done that" in marketing her own books and has packed all her hard-earned wisdom into this *Frugal Book Promoter series*.".. ~Nancy Cleary, publisher*

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## Sample Review

**Permission granted by Mindy Laurence Phillips to print this review at no charge. The reviewer requests that the article not be abridged and be credited in full. Credit should also be given to the original publisher, CelebrityCafe.comr.**

### THOUGHTS ON READING *THE FRUGAL EDITOR*

From the moment that humans learned to write, scribes have fussed, fumed and fought with the written word. In *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*, Carolyn Howard-Johnson deals with these frustrations in a humorous but professional manner in her new book from Red Engine Press. I took the tome for a test-drive over coffee this morning and found myself laughing more than I had since I read Bill Walsh's "Comma Sutra" chapter from *Lapsing into a Comma* (McGraw-Hill, 2000). I laughed with a purpose. This book is REALLY GOOD!

Carolyn begins by letting even the best and brightest who aced English know why they need her book, as well they do. It keeps people with doctorates in education from writing things like "I r smart" and embarrassing themselves permanently. *The Frugal Editor* discusses types of editing, how to organize your writing environment, what goes on in the mind of the literary agent and the details of the editing process. A section of the book handles the tools available on your computer – be it WORD's Tracking Mode or the Internet – to help you create a near-perfect submission. She has also included appendices on editing at a glance, common errors, recommended reading and listening, a listing of contributing literary agents, sample cover and query letters and other writing aides.

If you want to write and act like a professional writer, this book clearly says not to go it alone. Be frugal, but be willing to pay someone that knows what they are doing when the time comes. If you do find an editor for your work, listen to them.

This is an excellent and lively resource for ALL writers. It's a training manual to make you think like Sherlock Holmes as you go through your writing so you will leave no adverb at peace and no dangling modifier dangling.

###

I appreciate all the wisdom & pep you've collected in this book!

Rebecca Brown, Editor & Publisher <http://www.rebeccasreads.com/>

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## Sample Unsolicited Letters from FRUGAL Readers

I ordered your book and have perused it enough to know this is definitely the best book on promotion to date. I've bought many of them, but yours covers everything! Wonderful job—and I'll be using it for a long, long time.

Marilyn Meredith, romance author

I ordered (Your book) and waited impatiently for it to come. I must tell you that it is so helpful. My copy is only a couple weeks old and it's already dog-eared. I've used it for many things.

Joyce Faulkner, author of LOSING PATIENCE

You've just impressed the hell out of me. I was reading your email on the group, then saw your sig file. I so rarely follow someone's sig file to their home page, to their publisher's page, and I've never then gone ahead and bought the book, but I just did it with you. I don't know what the difference is between your book and the thousands of sig files I see each day...

Tracy Cooper-Posey, author of HEART OF VENGEANCE

(FRUGAL) is such an inspired title...I'm still reading in the book and I'm amazed and awed at all you have mastered in such a short time about book PR — and how you have organized all this information for the benefit of others. I'm also fascinated with how much valuable information and outlets you have found on the Internet. "Frugal" is a Herculean accomplishment! There's something here for everybody, and it's essential for new authors.

Rolf Gompertz, former publicist for NBC and author of ABRAHAM THE DREAMER

I'm sending to you (my promo material) just for fun, so you can see what your book hath wrought! ...Frugal's a great little handbook.

Connie Gatsch, author of A MOUTH FULL OF SHELL

So, about 12 months ago, I began to read about do-it-yourself book publicity. One of the best books I came across was "The Frugal Book Promoter: How to do what your publisher won't" by Carolyn Howard-Johnson. If you're looking for "nitty-gritty how-tos for getting nearly free publicity," this is the book for you. See

<http://tinyurl.com/4vqyc>

Tim Bete, Director, Erma Bombeck Writers' Workshop

{Your book is} a life-saver. Just fabulous. Really. I'm a first-time novelist and petrified. The book gave me so many down-to-earth ways to understand how to proceed. It's hard to be facing publication and I know my publisher, a small but prestigious literary house, is not really going to be able to contribute much in terms of publicity. I'm much relieved to know now about all the positive steps to I can take.

Leora Skalkin-Smith, author of EDGES

My {success with promotion} is all because of what I call the "Carolyn Factor." What's the "Carolyn Factor", you ask? Well, whenever I have doubts about doing/writing/promoting/putting myself out there -I think about what you would say to me. You would show me how to do it and then, to borrow from Nike..... you would say, "**Just do it**".....and then I do.

Leora G. Krygier, author of WHEN SHE SLEEPS

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

### Praise for Other Works

**"It is interesting to learn how others live especially when you are reading a well written book."**

Connie Martinson, TV Host of "Connie Martinson Talks Books"

**"...fabulous..."**

Valerie Susan Hayward, Senior Editor  
Harlequin/Silhouette

**"Carolyn Howard-Johnson is a magnificent writer. Her book is a joy to read. It is a work of literary art. It is an important book. It is a book that touches the heart, mind, and soul."**

Rolf Gompertz, UCLA Professor and Author of  
*Abraham, The Dreamer*

**"...characters so vivid it is difficult to stop thinking of them, even after the reading has stopped."**

Christen Beckman, Editor, AmErica House

**"...fascinating...I highly recommend it to everyone."**

Evie Grossfield, "Talk of the Town with Evie,"  
KTLA, Ventura, CA.

**"Howard-Johnson's lyrical prose graces every page."**

Marilyn Ross, author, speaker, publishing consultant

**"...instills the conflicts of Mormonism so gracefully and incisively."**

James W. Ure, author of *Leaving the Fold*

**"Carolyn Howard-Johnson paints us a picture of Utah, love, family, and intolerance in beautiful strokes. Her elegant prose and eye for fine detail takes us on a fascinating journey through Mormon Country. This is a novel that both teaches and touches."**

Leora Krygier, Author of *First Came the Raven*  
and Referee of the LA County Superior Court

**"Just incredible."**

Glenn Horton, Publisher The Creative Line

**"This author's words set me free."**

Sona Ovasapyan, Student at Charles University,  
Prague, Czech Republic

**"You find yourself pressing forward to each new word. The characters...are real."**

Yvonne LaRose, Author and Editor,  
InAWord.com

**"Capture (s) the feel for the moment and the absurdity of humanity."**

Iain Morton, Editor-in-Chief, El Vaquero

**"...a wonderful story...so eloquently told."**

Kimberly Ripley, author of  
*Freelancing Later in Life*

**"Great character dimension. No one-sider, cut-out characters here."**

Leslie King, Author of *The Puck Stops Here*

**"Be warned, you will not want to put it down."**

Kathleen Walls, Author of *Last Step*

**"Carolyn Howard-Johnson is going to be one of the greats."**

Kristie Leigh Maguire, Author of *Desert Heat*  
and *Emails from the Edge*

**"...a wonderful writer..."**

Kay Stauble, author of *If Tears Could Speak*

**"It's been a week ... and still the characters fight for attention in my thoughts."**

Warren Stucki, author of *Boy's Pond*

**"...A fine piece of writing..."**

Paul Lappen, *Dead Trees Review*

**"I was truly surprised by the ending...it is a beautiful book"**

Erin Shachory, author and CEO Shachory  
Communications

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## Info on Cosponsored Promotion Contest



**Email:** [starpublish04-info@yahoo.com](mailto:starpublish04-info@yahoo.com)

Carolyn Howard-Johnson and Star Publish cosponsor the Reach for the Stars contest, a contest that continues to give back to the writing community long after the winners have been announced. Winning entries and selected idea become part of an e-book available to writers upon request at no cost. It is available on the Free E-books page at <http://authorscoalitionandredenginepress.com>.



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## Founder Authors' Coalition

Carolyn Howard-Johnson founded Authors' Coalition, the Sharing with Writers Newsletter and an associated blog designed to help both members and nonmembers make book fairs more effective.

Go to <http://authorscoalitionandredenginepress.com> for more information on the coalition.

The blog may be found at <http://redenginepress.com/chjohnson>.



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

### **Unsolicited Critique of the AC Booth At the LA Times Festival of Books**

I was so impressed with Carolyn Howard-Johnson and the Authors' Coalition booth at the L.A. Times Book Fair. It was very well designed, with actual writers and their published works sitting at a front table ready to speak to any interested parties. The books were displayed on tall book shelves at the back of the booth. They were placed prominently so that one could read the titles from outside the booth. There was also easy access to the back of the booth, so that one could actually touch the books and leaf through them. Carolyn and her colleagues were welcoming and friendly.

Lorraine Barajas Megowan for the Chevy Chase Critique Group Newsletter

A memoir in progress titled *Growing Pains* or *Dolores del Alma*

## Tip Sheet

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

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

By Carolyn Howard-Johnson, author of  
THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T

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

Hint: In THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T you will find more on each no-no, accompanied by a recommendation for how to correct each faux pas. When you are done, you'll be able to identify publicity curbs you might trip over and have new publicity tools to maneuver through the book marketing maze.

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Carolyn Howard-Johnson is the award-winning author of *This Is the Place* and *Harkening: A Collection of Stories Remembered*. She is also the author of *THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T*. This tip sheet is one of many she uses to share her publicity secrets with fellow authors. Learn more about her at <http://carolynhoward-johnson.com>.

## First Person Essay

*Permission is given to print this essay in its entirety, including byline and tagline.  
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### **Beating Time at Its Own Game**

## **Life Begins at 60**

by [Carolyn Howard-Johnson](#)

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

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

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

I was told, "No typing test, no interview." I took the test and was offered a job in the ranks of those who could do 70 in a minute. I had to insist upon the interview I had been promised. I was only twenty and had no real skills in assertiveness. Today I am amazed I had the wherewithal to do that.

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

It never occurred to me that this requirement was one that applied only to women much less that I should be angry for the sake of my entire gender. Prejudice is sometimes like traveling on well-worn treads; you have no idea you're in danger. It also feeds on the ignorance of its victims. They benignly accept their lot because they know no better.

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

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

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

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

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

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

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

When I began to put myself through college I took the sound advice and studied education so I'd have a profession. I made 75 cents an hour (this was, after all, the 50s!) working as a staff writer at the Salt Lake Tribune. That I was making a living writing didn't occur to me. I met a handsome young man and we were married. His career took precedence; that was simply how it was done. Then there were two children, carefully planned, also because that was how it should be done. By the 70s we both yearned for a career with autonomy, one where we could spend time with our children and be in command of our own lives.

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

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

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

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

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

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

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

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

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

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

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

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

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Carolyn Howard-Johnson is the award-winning author of *This Is the Place* and *Harkening: A Collection of Stories Remembered*. She is also the author of THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T. Three books, two adult children and three grandchildren. Not bad a bad start in life. Learn more about her at <http://carolynhoward-johnson.com>.

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

I started on FRUGAL and I went, "Whoa....damn good book!" It is so PROFESSIONAL!  
Dorothy Thompson, editor of THE WRITERS LIFE

This book might be nicknamed *The Frugal Promo Bible*.  
David Herrle, Editor SubtleTea.com

## Sample Interview

*Permission is granted by Kristin Johnson to reprint this interview at no charge.  
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### On Karma, PR, Frugality and Other Matters

Interview by Kristin J. Johnson for MyShelf.com

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

**Carolyn:**

In THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T, I advise writers to recycle. This book is an example of that concept. I looked at my computer—at all the articles I had written on promotion for trade magazines, for websites and for the SPAN CONNECTION (the newsletter for the Small Publishers Association of America)—and thought, darn! I almost have a book there!

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

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

**Carolyn:**

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

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

**Carolyn:**

Kristin, your book is a memoir and my first two are also creative works. I believe traditional publishing suits creative prose better than others. The media views traditional publishing with an unjaded eye and tends to lump anything published another way as amateurish. I don't condone those attitudes and I think they are slowly changing, but I know that they are realities that authors must deal with. Publish America juries its books and pays an advance to its authors. It is not subsidy nor self-publishing and I think my books (and yours!) got a better start in life because of that.

THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T is a different bag altogether. It is nonfiction. It is a how-to. Authors of these kinds of books can make more gross profit on each book sold—much more—if they choose a less traditional route. I also needed to release it before my fall classes at UCLA started. I wanted my students to have access to it. Star Publish is a brand new house headed by a friend of mine. I wanted to be there for her, to help direct traffic to her new site. And I knew that she would give my new baby all the loving care I would. Whew! A mixed bag of reasons, huh?



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

**Carolyn:**

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

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

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

**Carolyn:**

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

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

**Carolyn:**

It's working title is LABYRINTH. I have been sleeping on it for awhile since FRUGAL has taken up so much time. It is different from anything I have done before. It is based on a true story. It is set in Los Angeles but has a parallel story set in Crete. The Greek myth of King Minos and the Minotaur will influence both stories. I plan to go to Crete for inspiration and to polish it next summer. So you see, there is lots of work to be done.

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

**Carolyn:**

Funny you should ask. I sent my fellow writers a note only this week because I found a tip in Joan Stewart's THE PUBLICITY HOUND. I would have included it in THE FRUGAL BOOK PROMOTER if I could have but it has just gone to press. It seemed that using my rather unofficial, casual newsletter, *Sharing with Writers*, was the second best way to do it.

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

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**"When following up (to a release or query), remember The Rule of 7. That means you should follow up seven times, using a combination of phone calls and emails (and fax), before you stop contacting journalists."**

You can learn more about Jill, Joan and this rill from a great publicist at:

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

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

**Carolyn:**

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

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

**Carolyn:**

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

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

**Carolyn:**

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

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

**Carolyn:**

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

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Kristin Johnson, is the founder of PoemsForYou.com and author of BUTTERFLY WINGS: A Love Story. She co-authored CHRISTMAS COOKIES ARE FOR GIVING with Mimi Cummins. Visit [www.christmascookiesareforgiving.com](http://www.christmascookiesareforgiving.com). Her third book, ORDINARY MIRACLES: My Incredible Spiritual, Artistic and Scientific Journey, co-written with Sir Rupert A.L. Perrin, M.D., is available from Publish America.

## Fellow Experts List

### *On the Subject of **Utah and Tolerance:***

- **Jim Ure**, Author of LEAVING THE FOLD, [jimcureco@xmission.com](mailto:jimcureco@xmission.com).
- **Natalie Collins**, author of WIVES AND SISTERS (St. Martin's Press), [nataliewrites@aol.com](mailto:nataliewrites@aol.com).

### *On the Subject of **Promotion:***

- **Jenna Glatzer**, author of MAKE A REAL LIVING AS A FREELANCE WRITER (Writer's Digest) and other books on writing and promotion, [jenglazter@aol.com](mailto:jenglazter@aol.com).
- **Bruce Holland Rogers**, (Invisible Cities Press) author of WORD WORKS, [bruce@sff.net](mailto:bruce@sff.net).

### *On the Subject of **Publishing:***

All of these authors appeared on a panel that explored publishing at the Call to Arts Expo

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

### *On the Subject of **Editing:***

- **June Casagrande**, author *Grammar Snobs Are Great Big Meanies* (Penguin).
- **Carolyn Howard-Johnson**, editor and author of *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*