



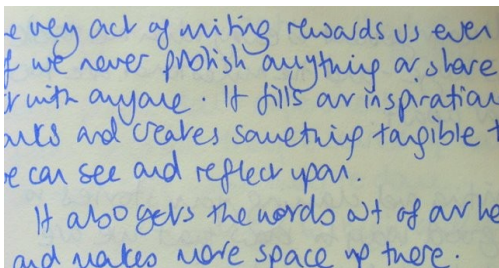
Welcome to the June ezine edition for "The Creative Penn"!

This will be your monthly dose of useful and interesting information on Writing, Publishing options, Sales and Promotion... for your book. There will be information for both new writers and established authors with books. Please do email me (joanna@TheCreativePenn.com) with suggestions for any topics you would like me to cover in this ezine—or on the blog itself.

Writing:

This month

- [Writing as a form of alchemy](#): Take your darkest and hidden secrets and turn them into gold
- This month I published "From Idea to Book" as a print book on Amazon.com. In [this video, I reveal how print-on-demand technology has changed my life](#). I also explain how [self-publishing banishes the fear of writing](#).
- [Great links on writing and book promotion](#) from Twitter



Mid Year Writing Goal Review:

Goal setting is hugely important if you want to achieve anything in life! It is particularly important if you want to write and publish a book.

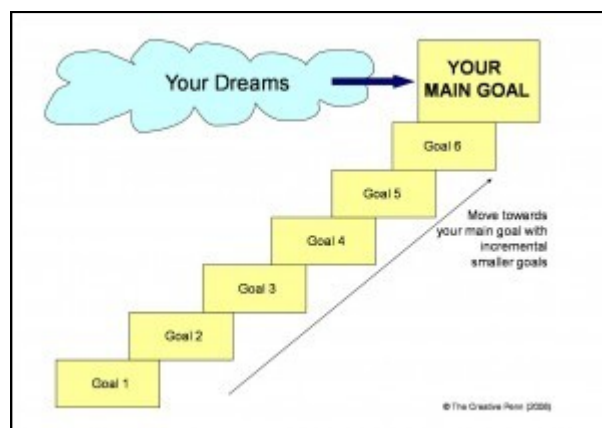
"People with clear written goals accomplish far more in a shorter period of time than people without them could ever imagine"

Brian Tracy

Revisit your writing goals from January. Have you achieved them yet? Are you 50% through? Do you need to tweak your goals? Have they changed?

If you didn't set any goals, set some now. Check out this post on the [Top 10 Writing New Years Resolutions](#) and choose some of them for the next 6 months.

Break those goals down into achievable mini-goals as per the diagram right. For example, if you are going to write your book before Jan 1 2010 (and that is achievable), then you need to write 1 chapter every 2 weeks until then.



You can read the [complete article here](#).



Lessons Learned from Featured Authors:

I love to learn from other successful authors so here are some posts on authors who have inspired me this month.

- [Video review of JC Hutchins](#) "Personal Effects: Dark Art" and [podcast with JC](#) done a few months back when I found out about this cross-media project
- [Dan Brown: How does he do it?](#) Examining how he manages to get a movie deal and multi-million dollar sales when literary critics trash his writing
- [Lessons you can learn from Scott Sigler](#), NY Times bestselling author

THE creative Ezine June 2009

PENN



The Author 2.0 Program Has Now Launched!

The Author 2.0 Blueprint is now freely available here => <http://author2zero.com/>

The Blueprint is packed with information on how you can use Web 2.0 tool to write, publish, sell and promote your book.

[This video explains the freemium model](#) behind the blueprint. It is an important concept in the new world of internet marketing for authors. You can also see a [Behind-The-Scenes video](#) of the Author 2.0 Program itself.



You can also make money reselling the Author 2.0 Program. There is a 50% affiliate commission meaning you can earn US\$148.50 for every person you sign up to the program. More details here => <http://author2zero.com/welcome/earn-money/>



Authors should have a blog

My blog has recently moved up to [No. 6 in the Top Australian Writing Blogs](#). I am so pleased because I have only been posting for 7 months. My previous blogs went nowhere and I wasted a lot of time on them. The difference is that this time I learnt from an expert, and now you can too!

My blog mentor, Yaro Starak has produced this [free roadmap report](#) and videos that can help you get started. It is worth checking them out if you are considering a blog.

Book Marketing Tips

- [5 ways you can use web 2.0 tools to market your books](#) at John Kremer's blog
- [7 book marketing lessons from Virgin's Richard Branson](#) at the Marketing Tips for Authors blog
- [7 ways to use one article for book promotion](#) at Nick Daws writing blog



Podcasts:

I am doing a [podcast every week](#) now because they are so useful and packed full of information.

If you have not listened to a podcast before, it is just an audio file played over the internet. You can listen by just clicking Play on the screen, or download and listen later on your computer or digital player. If you use iTunes, you can also [subscribe to it here](#). This month's podcasts have been:

- [Iggy Pintado on the power of connection for authors](#)
- [How publishing has changed and authors must change too—an interview with me on Author 2.0](#)
- [Tee Morris on writing, podcasting and performance \(very funny!\)](#)
- [Pip Ballantine on her 12 year overnight publishing success](#)
- [Tom Evans on overcoming writer's block](#)

Until next month then! All the best in your writing—and please do contact me with any suggestions!

Joanna