

THE creative Ezine April 2010

PENN

Welcome to the April Ezine edition for
"The Creative Penn"!



Your monthly dose of **information** and **inspiration** on Writing, Publishing options, Sales and Promotion... for your book. You can see [all the backlist here](#). 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.

LOVE
TO
BLOG?



Launching Soon: "How to Blog for Authors and Writers Multi-Media Course"

Do you want to know how to build, improve or optimise your writer/author blog?

Simon & Schuster, one of the top publishers, now [recommend that authors should have a blog](#). If you are a self-published author, you definitely need one in order to sell your books. If you haven't started writing yet, or have a work in progress, you need to start building your author platform now so you have customers ready in the future.

Image: FlickrCC [JBischoff Colours of my heart](#)

Last year, I released the [Author 2.0 Blueprint](#) and a full 12 module online course that teaches writers/authors how to use web 2.0 tools to write, publish, sell and promote their books. A few months ago, [I asked what would be most useful for authors/writers](#) and **74% responded that they want to know how to create and maintain a fantastic blog.**

So, in the next few weeks, the blogging module, "**How to Blog for Authors/Writers**" will be available as a stand-alone product. I have rewritten the material, rerecorded the videos and added a load of new material to it, as well as adding a **stack of bonuses**.

The full Author 2.0 online course is US\$297, but this stand alone module is available for **just US\$39.99. For all the information and for the pre-launch special signup**, go to: <http://www.thecreativepenn.com/blogging/>

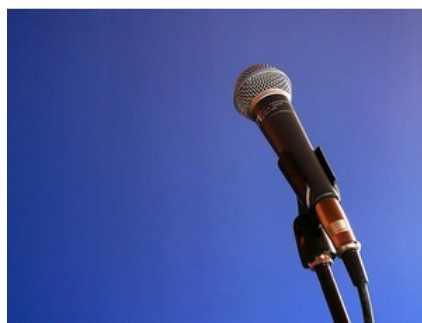


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Why Authors Should Also Be Speakers

- (1) **Successful best-selling authors speak at Writer's Festivals.** Therefore, if you want to be a successful author, you need to prepare for these events and make sure you fulfill the audience expectation when you get there. (*I have been at too many festivals and been terribly disappointed when the author gave a poor performance*).
- (2) **Speaking can generally make you more money than book sales.** Speakers can earn a hefty speaking fee for a keynote, but you can also run day workshops or other events that can make you money. You can charge several hundred for a day's workshop per person, and several thousand for a keynote (some speakers charge 10's of thousands). It is certainly another significant income stream that provides an addition to book sales.
- (3) **You can sell books at your speaking gigs.** Back of the room sales are guaranteed if you give a great talk/workshop/seminar. People want to take a piece of you home. Therefore, you can add this income stream to your speaking fee.

[4 more reasons in the full article, click here to read.](#)

PLUS/ [Lessons learned from National Speaker's Convention](#)

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Embracing the Fool as a Metaphor for the Writing Life

- **The Fool acknowledges he knows nothing and seeks wisdom.**
Learning is an integral part of life. We are all learning the craft of writing. My bookshelves are packed with books on writing, technique, plot, character building, book promotion and much more – I bet yours are too! I love to learn more every day and share what I learn here. I actually consider learning to be one of the meanings of life itself. We have brains that cannot be filled up, we can keep learning more and more and apply what we learn daily. Wow! That's incredible. But we only learn by understanding that we don't know enough.
- **The Fool is 'the spirit in search of experience'** – isn't that a great idea to aspire to? The journey to knowledge is long and never-ending. We can keep learning all our writing lives, we can always improve – each sentence, each paragraph, each chapter, each book improves us and our writing. We can explore other genres, new experiences, network with new people and enjoy the journey. So often we rush headlong, desperate for the end of the book we have in progress, whereas we should revel in the journey itself, enjoy the view and the experiences along the way.

Read the [whole article here with 3 more reasons to embrace the](#)

Social Networking For Authors: Tips for Using Twitter

Social networking is now a mainstream form of communication and online marketing, and many authors are using one of the big networks e.g. Facebook, Twitter, LinkedIn, or YouTube. I have been on Twitter a year now and it has been amazingly successful for me, so I wanted to share some of my tips for effective use in the hope you can avoid my mistakes!

- **Decide on your niche and stick with it.** This is similar to the [author branding idea](#). People follow people they are interested in. If you stay on topic, you will get followers who are interested in you, they will retweet you and you'll get more followers in the niche. And so it expands. If you don't stay on topic, your followers will be a mixed bunch and you won't appeal to them all.

[Read 8 more useful tips at the full article here.](#)

Image from [@inkyelbows](#) with permission



Prologues: How and When To Use Them

In writing my first novel, I am struggling with the prologue, so thought many others would find this information useful as well.

What is a prologue?

From Robert McKee, author of '[Story](#)': A prologue is a single event or sequence of events that has no direct cause or connection with the story. It could basically be cut out and the novel would not suffer. It is a closed section and stands alone. It can be set up or sub plot and can add to the quality of the story.

How do you use a prologue?

- To set a mood or tone for the book, or to hook interest. This is used by many thriller writers, like [James Rollins](#) in order to pull you into the novel.
- To establish a unique setting or to dramatise exposition before the story really gets going
- To introduce an element that you wrap up in the epilogue, in order to bracket the main body of the text
- To recap events if the book is a series and the reader needs a reminder of events prior

[Click here to read why I am considering using a prologue.](#)

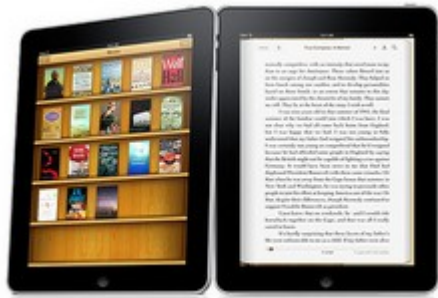


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How To Publish Your Book on the iPad

If you own the digital rights to your book, then you can publish your book/s on the iPad. You don't have to be published through big name publishers to make it into the iBookstore. How exciting!

Free options include: Smashwords Premium catalogue (free); Amazon DTP for the Kindle app (Free). Then paid options include Lulu.com packages and building your own iPad app through getting a developer .

[Click here to read the full article](#) with all the information, PLUS [free audio on How to Create Your Own iPhone app](#) (which can be adapted for the iPad).

Videos: Branding Yourself As An Author & Update on my First Novel Progress

Last month I posted on Reasons why authors should be using video for promotion, and I am trying to practice what I preach by doing more video myself! So this month, you can watch:

- [Me speaking at the Gold Coast Writer's Association](#) on author branding (3:47)
- [Update on my first novel progress](#), Pentecost (3:46)

Please do leave a comment if you like the videos as I am still feeling my way!



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BALI, Oct 1-6 2010 Writer's Retreat in Ubud

Learn how to **write, publish and promote your book** over 4 days of teaching and 5 nights at the gorgeous KumaraSakti resort in Ubud, Bali.

[Click here for all the details.](#)

Limited to 20 people, booking available now with Earlybird special.

The teaching will be **intense, practical and hands on** and you will learn so much, but there will also be ample time for **massage, yoga, Balinese cultural tours and fantastic food.**

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

Joanna