

THE creative Ezine June 2010

PENN

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

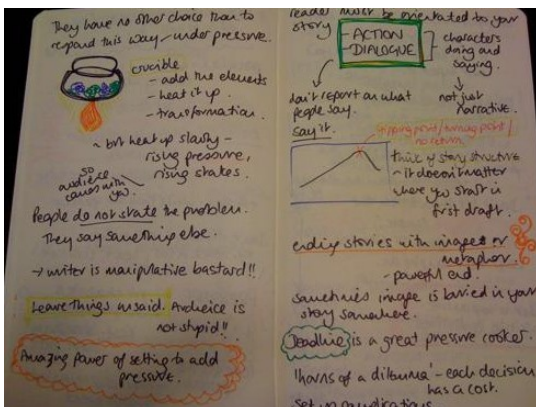


How has your writing month been? I'm almost cracking 70,000 words on the novel in progress and have been [reviewing my yearly goals](#). I am determined to finish first draft by the next Ezine so hold me to that!

This ezine is a 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 to cover.

How to Be a NY Times Bestselling Author With Scott Sigler

This is a [fantastic audio interview \(with transcript\)](#) on how Scott went from unpublished novelist, to podcast novelist with an online audience and platform of thousands, to getting an agent and then a great print publishing deal. Scott is now blending publishing models, print publishing thrillers with Crown and self-publishing his own sci-fi. He also continues to podcast for his online fans. [You have to listen to this or read the transcript](#) to see how authors are making it with these new methods.



On Writing Short Fiction with Cate Kennedy, one of Australia's most famous short story writers

I went to this session at the Sydney Writer's festival because author [JA Konrath](#) suggested writing short stories was great marketing for your print books. I learnt so much about writing in general!

A story = a change. Something has to have changed in the character as a result of the story, otherwise the reader will not follow you through. Readers are not moved when you tell them what to think or feel. They are moved by the change in character.

Some of my notes from Cate's fantastic session!

[Click here for more lessons learned about writing short stories](#)

You need to get to the end of the first draft to be able to fix it up later. Idea + potent small frame + writing crappy first draft gets you a beginning. Then you must rewrite. On the way, your unconscious may give you something you didn't think of. In your first draft, just plough on – anything to keep your hand moving.

What If?... On Indie Publishing

The fact is, there's nothing wrong with mass produced food or books or movies, but sometimes people want something different. Sometimes they want to see a movie or eat a meal or read a book that doesn't follow a formula. Something that's unique...something that will surprise them.

That's where indie (aka self-published) books come in. Books created like handmade goods and produced in small numbers. In a world where almost everything is packaged by committee, indie books are written with a single voice: the writer's own. [Click here for more on Indie Publishing](#)



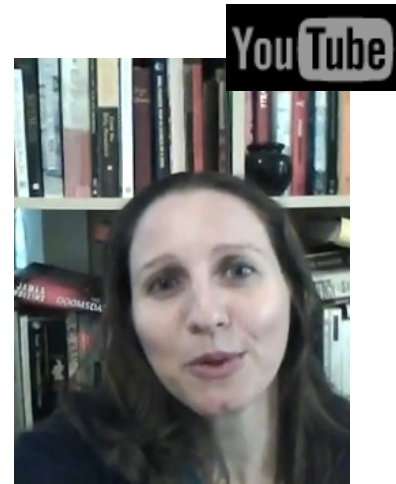
www.TheCreativePenn.com

First Novel Update... And the story so far

Here's my [latest video update on 'Pentecost'](#), my thriller novel in progress. I share what I have learnt including how ideas seem to appear when I am writing, not just when thinking and how to use aspects of research in ideas for plot.

I have also gathered all my posts since starting the novel last November here => <http://www.thecreativepenn.com/firstnovel/>

If you follow the story from first ideas to currently fully plotted, almost 70,000 words, you might also learn a lot along the way!



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[Ecstaticist](#)

Ask Your Inner Voice: How to Call on Your Muse Just When You Need Her

Most writers think that their inner voice is hit-or-miss, that it is great when it arrives, but that it can't be counted on to show up just when they need it. But did you know that you can call on your own Muse whenever you need her? Creativity studies indicate that you likely went through four stages in solving the problem: Research, "Kick Back," "Ah-ha," and Manifestation.

First, you studied the problem to understand why you couldn't solve it quickly. Then you gathered the facts necessary to understand as much as you could about why the problem wasn't susceptible to a quick solution. Perhaps you studied the problem visually, talked to a colleague, reviewed precedents in the files, or looked it up on the Internet. Perhaps you experimented with quick solutions to see if one would work. If none of those approaches worked immediately, what did you do then?

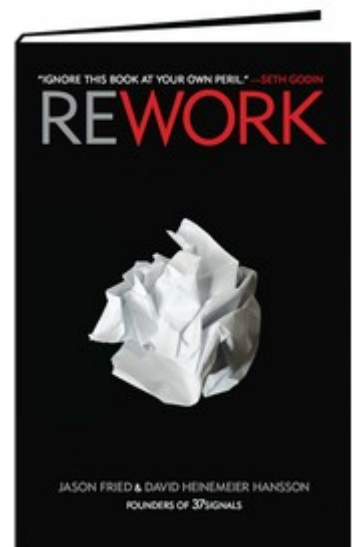
[For more steps in the creative process, click here.](#)

Author Entrepreneur: What Writers Can Learn From Jason Fried

As a writer you need to be creative in your writing, but that **creativity can also be expressed in the way you do business** and run your own 'portfolio career'. You need to be an Author Entrepreneur these days or you will not be able to make an income from your writing business.

Here are the things I think writers/creatives can learn from 'Rework':

Ignore the real world. Everyone goes on about how hard it is to get published, how no one makes any money from writing, how being a poor, starving artist is the way things really are. But they don't have to be. Blend your writing with speaking, teaching and online sales and you can put together an income from various sources. These days, you can [pay your mortgage with Kindle sales](#), [get a movie deal with a self-published novel](#) and [sell your book without an agent](#). There are no rules anymore. Ignore what everyone says and get there your own way.



[For 6 more tips for Author-Entrepreneurs, click here.](#)

Writing for Children with Fiona Ingram

A lot of people write to me asking about resources for children's writers. Alas, this is not my market so I asked award winning author Fiona Ingram for some tips. In the info-packed interview she shares resources and tips galore, so if you want to write for children, have a listen or at least a read of the show notes!

[Click here to listen or read more about writing for children.](#)

Tips for Potential Self-Publishers

Let's face it, Self-Publishing has a bad rep and I can completely understand why. You only have to look at some of the SP books on offer to see why bookstores are loathe to touch them. That being said, **many people who choose the self-publishing route produce quality material that should be bought, read and loved just as a bookshop book is.**

[Click here for 6 tips for potential self-publishers.](#)



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5 Tips for Choosing the Best Cover Designer for Your Book

1) **Comb the designer's website or portfolio extensively.** Although your book concept is likely to be unique from others in the portfolio, most book cover designers have a "style" you can clearly see linking their work. Whether their style is modern or traditional, think about how and if this style would translate to your book. [Click here for 4 more tips](#)

Free Audio Podcasts: Remember that podcasts are just audio files distributed on the internet. You can listen online or download to a PC or player. You can also [Subscribe on iTunes here](#). By popular demand, I have now [added transcripts to a whole stack of popular podcasts](#). So you can read instead of listening.

- [On Frugal Book Promotion with Carolyn Howard-Johnson](#)
- [Using writing software to organise your novel and being an Author-Entrepreneur with Harriet Smart](#)
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Sat Aug 28th in central Brisbane. 10am-4.30pm
[Click here for all the details](#) and booking or email me for more information



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

Joanna