

THE **creative** Ezine August 2010 PENN

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



This month I have been editing my thriller novel Pentecost and also made it to the front page of Google for the keyword "thriller novel". I was pretty amazed at this and can thank my new video blogging for it! Since my video posts are proving quite popular I will be adding them in at least weekly as well as posting more video on my [YouTube channel](#).

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 Write The Ending of Your Novel



There is plenty of writing advice about the first 10 pages, the importance of hooking the reader at the start and making an impact in the first paragraph. But what about making sure that the reader wants to buy your next book?

If your ending sucks, it can leave a bad taste in the reader's mouth and will ensure they don't want to read your next book. So here are some tips on writing endings for your fiction novels:

- **Don't cheat and suddenly have everything work out fine.** This is lazy and the reader isn't fooled. For example "And Jesus lived happily ever after". From [How Not To Write A Novel](#).
- **Link the story to a larger theme to end on a high note.** This is one of the great tips included by [C. Patrick Schulze in this article](#) on writing endings.

Image: [Flickr CC Christolakis](#)

[For more tips, including suggestions from the Twitter crowd, click here.](#)

EBook Publishing Interview (Audio) with ireadiwrite Publishing

Do you want to know what publisher's look for at the moment when they get your submission? Do you want to know more about the possibilities in Ebook publishing? Well, definitely check out this audio interview with the lovely Michelle Halket from ireadiwrite Publishing who tells us all this and more.

[Click here to get the free audio interview.](#)

ireadiwrite
publishing

People don't buy books based on the publisher

Most writers and authors also buy a lot of books. I'm certainly do, and you probably do too. **So what makes you buy a book?** I definitely don't buy books based on the publisher which raises some important questions.

- **If book buyers don't care who the publisher is, why is there a stigma to being self-published?** (it's changing but it is still there). If you have a professionally edited and interesting book, with an eye-catching cover, buyers will not know the difference anyway. I have the same Amazon self-space as any other books. What do you think?

[The full article plus LOTS of comments available here.](#)



Some of my bookshelves

www.TheCreativePenn.com

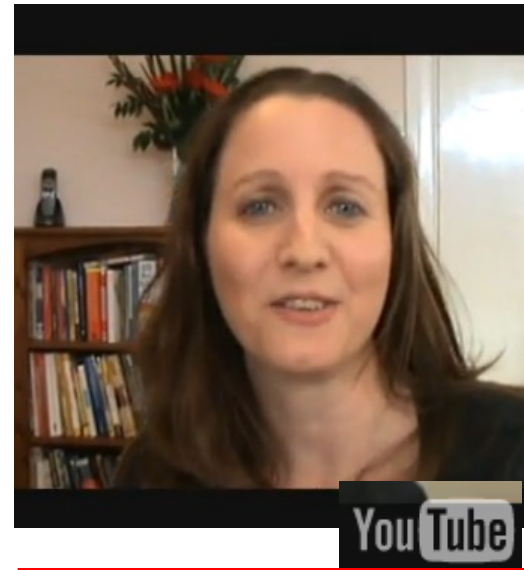
New Video Posts on Writing, Reading and Publishing

Video is a brilliant way of communicating ideas and I have found that the interaction and comments on the blog have improved with video. People are also sending me more emails and tweets about the videos than other posts. PLUS/ I am getting better search engine ranking with my video posts so it is worthwhile all round.

I always include a text round-up so you get audio, video and text information. I'd love to know your thoughts on the video posts so please do leave a comment on the post.

Here are the video posts from this month:

- [Editing your novel: High level story read-through](#) . I explain this first part of the editing process as I go through it with Pentecost, my thriller novel
- [Why do we read fiction and why do we write fiction?](#) An exploration of what the hell we're all doing anyway!
- [Seth Godin gives up traditional publishing](#). Big news in the publishing industry this month as Seth Godin, marketing guru and NY Times bestselling author of 12 business books, gives up on traditional publishing. In this video, I explain what that might mean for indie authors.



SUBSCRIBE to my YouTube Channel for more videos. I post more on the channel than I do on the blog.

<http://www.youtube.com/thecreativepenn>

What Writers Can Learn From Flamenco

Creativity through dance is fascinating when writing is our main form of expression. Here are some lessons learned for writers from Spanish flamenco dancing.

- **Know the tradition that lies behind and within you.** Flamenco is native to Andalusia in Spain with Gypsy, Sephardic Jew, Moorish and Byzantine influences. It is beautiful to see old people dance it as well as the women in their prime and the young girls who learn the skills. There is a vast tradition behind the movements of flamenco as well as the songs that are sung with it. For writers, we have a great tradition behind us that we need to be aware of. We need to know the rules and the past in order to bring our words to life on the page.
- **Extemporize from that tradition to find your personal expression.** For dancers, this is your style of flamenco, for authors, this is your voice and writing style. Once you know the tradition, you can express yourself within it and use creativity in your own way. Flamenco dancers seem to go with the music, almost as a jazz band improvises as the music moves. Each time they perform it would be a little different. As writers, we need to know where we are coming from and the rules of our genre, and then we can go out from there to a place of originality.

[READ the full article here](#)

Book Marketing: Using Your Email Signature Effectively

You have probably heard this advice before, but have you done anything about it? What does your email signature say right now? If your email signature is set up, you are constantly sending people your information and doing 'passive' marketing, spreading the word about you, your brand and your books. Use your email signature wisely and those people might click through and read more about your book/join your email list or contact you for business.

[Read the full article here.](#)



Image: [Flickr CC LarimdaME](#)

Upcoming Live Events: I am now speaking almost every month, mostly in Australia but also now internationally. You can check my [Speaking page](#) for events coming up near you, or contact me for bookings for live or digital events.



**Get ahead of the curve. Author 2.0 in
UBUD, Bali : Oct 1-6th, 2010**

There are a few places left for this retreat where we will be doing in depth work on author branding, blogging, social networking, video and audio, ebooks and anything else you need help with. Targeted training and time to relax and experience cultural Bali.

[Click here for all the details](#) and booking or email me for more information. There are still some spaces available for this amazing event. [Read this article for more information.](#)

**How To Improve Your Blog: Lessons Learned From The
Problogger Event**

Blogging has changed my life both personally and professionally and I consider it an integral part of who I am now. It is also a critical part of an author's online platform these days, even advocated by huge [publishers like Simon & Schuster](#).

Here are just a few things I learnt from the recent Problogger event that you might also find useful for your blog:

* Focus on the lifecycle of people on your blog, not just getting traffic which is only the first step. This includes: **Attraction, Retention, Conversion and Referral**.

Think about ways you can engage with people at each step.

* **"A blog is a loyalty generator"** [Chris Garrett].

* Keep people coming back and over time they will [know, like and trust you](#). This creates relationships and they are also more likely to recommend you to others, as well as buy your books/products.

[Many more tips at the full article—click here.](#)



Yaro Starak, Darren Rowse and Chris Garrett at Problogger Event, Melbourne

Free Audio Podcasts: You can download the audio files to your computer or you can [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 Spoken Word Poetry with Ami Mattison](#), includes discussion of poetry and creativity as well as a performance of one of Ami's poems—amazing!
- [Copywriting that sells your books with Paul Lonergan](#). A discussion of how you can use copywriting techniques to sell more books without the hard sell
- [Interview with Joanna Penn on BlogCast FM](#) on why I blog, traffic building and how to make money from the blog
- [Authenticity and creative expression with Robert Rabbin](#). Very powerful interview! You have permission to be creative!

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

Joanna