



THE creative PENN

Adventures in Writing, Publishing and Book Marketing

October 2010

October has been a huge month for me

including my first international multi-day speaking event with a **Writer's Retreat** in Ubud, Bali, plus my novel 'Pentecost' has come back from my editor so I am in final rewrites. How has your writing month been?

This month on the blog has seen some brilliant interviews, articles and videos on digital publishing, writing tips from Booker Prize winners as well as why you need a professional editor plus much more!



Final session in the yoga studio at Kumara Sakti

DIGITAL PUBLISHING WITH SMASHWORDS.COM

I interview Mark Coker from <http://www.Smashwords.com> on how he sees the ebook industry at the moment and how authors can take advantage of the growth in ebooks. A must-listen interview!

This interview is available as a full audio podcast [22:34] or as a full length video [21:14], a shortened video [5:26] or in text format underneath the video.



We go through:

- How **Smashwords** helps authors **globally to publish** on multiple platforms including Amazon Kindle, Sony, Kobo, B& N Nook, Diesel and more.
- How Mark started Smashwords after **the traditional route failed him** for his own book.
- How the **ebook market is booming**, currently 8% of the US book market, up from 3% last year.
- On how book buying is moving to the web, the **opportunities for authors** but also the marketing that needs to happen in order to sell.

“Write and Sell Your Book”, Writer's Retreat at Kumara Sakti Resort, Ubud, Bali.

Writers need to be speakers these days in order to promote their books, and I absolutely love sharing the new world of publishing with people. Between Oct 1-5th, I taught an amazing group of people all about using web 2.0 tools to write, publish, sell and promote their books, and we also did yoga, relaxed and learnt from each other. Fantastic!

I share [my lessons learned for international speaking in this post](#) including:

- Extensive preparation needed for 8 x 3 hour sessions
- Being adaptable and flexible, even with Bali power cuts
- Sharing personal stories
- Understanding the physical aspects of speaking for that amount of time
- Taking feedback

Huge thanks to Robin Sparks and OneWorldRetreats for organizing this and I look forward to more of these!

[Click here to read /listen/ watch the whole interview.](#)

Publishing Boot Camp 2010

November 27
Brisbane, Australia

On new opportunities for writers and authors in publishing, plus writing and marketing.

[Click here for more details and for booking.](#) Use 10% discount code 'CREATIVEPENN'

[How writing is like yoga \[click here to watch\]](#)

EBOOK APOCALYPSE



AUTHOR AND PODCASTER J. DANIEL SAWYER GIVES 9 TIPS FOR AUTHORS ON HOW TO PUBLISH AND SELL EBOOKS EFFECTIVELY

This fantastic post includes the following tips and more:

- **Write a series of novels** for specifically for the ebook market, and make sure they are excellent. Genre fiction sells best.

- Have **eye-catching cover art** and solicit reviews
- **Price the ebooks reasonably** between 99cents and \$3.50
- **Leverage your audience** to get new readers
- **Keep submitting books** to NY publishers.

[Click here to read the full post.](#)

EDITING AND BOOK COVER DESIGN

I love to share the journey of writing my first novel because I hope that my mistakes and experience will save you time, money and heartache.

Click on the links below to read the articles/watch the videos in full.

- [Why you need a professional editor for your book](#). I finally submitted my novel to my editor @NovelDoctor and in this video, I explain why you should get a pro editor for your book. Remember/ it's all about improving your work.
- [7 reasons you should read your book out loud](#) (before you give it to anyone). A short video on the importance of reading aloud to improve dialogue, pick up inconsistencies and continuity problems and much more.
- [Designing and choosing a book cover](#). In this post, I asked my readers to vote on the cover for 'Pentecost' from 4 options after going through the design process with Joel Friedlander, from TheBookDesigner.com. There are over 120 comments and the winning design will be announced in November. Option 2 is shown left.



www.AlanBaxterOnline.com



Check out this great video interview with dark fantasy/thriller author Alan Baxter. We talk about genre fiction, research and the inspiration of religion and podcasting.

[CLICK HERE TO WATCH](#)

For all you Moleskine lovers out there...

In this article I wax lyrical about the joys of journaling in a Moleskine, the history of the notebooks and how the brand has become synonymous with creativity. I explain my fascination with the late Bruce Chatwin, and the culture of sharing in the Moleskine community.

[CLICK HERE TO READ.](#)

IMAGE: FLICKR CC
[Un ragazzo chiamato](#)



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MULTI-MEDIA PUBLISHING

Film-maker, author, micro-publisher Greg McQueen talks publishing & marketing

Changes in technology have dramatically changed the face of publishing. Now individuals like Greg McQueen can organize and publish projects like “100 stories for Haiti” and “50 stories for Pakistan” online. Greg crowdsourced the stories for the books and has indie published on Blurb.com with all profits for charities helping in these regions.

In this interview, Greg explains what micro-publishing means and how books have become “media” i.e. the same content in print, ebooks, audio, video and within social networks. We also discuss the process of



[50 stories for Pakistan out now](#)

getting books optioned for movies and resources for authors.

[CLICK HERE TO LISTEN](#)



November is National Novel Writing Month!

Have you joined yet?

[Click here for 5 reasons why you should.](#)

WRITING TIPS

I went to Meet the Bookers at Ubud Writer's festival in Bali. I met Thomas Keneally, author of "Schindler's List", Booker Prize winner 1982 and made notes from the talk.



Anne Enright was also speaking (Book winner 2007) and they discussed:

- How the Booker affects book sales and the culture of prizewinning in publishing, as well as how publishing has changed for new writers
- On writing 'faction' (fiction based on facts)
- The impact of Catholicism on their writing

Plus being optioned for movies and more. [CLICK HERE TO READ](#)

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