



# Adventures in Writing, Publishing and Book Marketing

## November 2010



## November is National Novel Writing Month!

It has fond memories for me as I started Pentecost this time last year. Did you take part? How did the writing go?

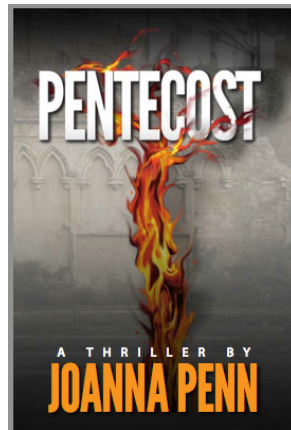
This month on the blog has been particularly multi-media as I am moving to more video interviews. Video search is growing but I am also learning so much I want to share with you. My driving force is to save you time, money and heartache on the journey!

## BOOK COVER DESIGN

I interview Joel Friedlander from [TheBookDesigner.com](http://TheBookDesigner.com) as we go through the options for 'Pentecost' and why the final cover works so well!

There were 530 votes and over 143 comments left about the book cover options, and this cover came out a clear winner with 36% of the vote. We improved it with some of the suggestions so now the Pentecost front cover is complete.

In the video interview with Joel, he goes through some of the key aspects of a book cover and how he went from story concept to finished product, as well as why some options



were rejected. Really useful tips if you are self-publishing or interested in design.

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



**Writing is like yoga** because it is a practice. The more you do, the more comfortable, flexible and inventive you become. You will also improve over time with yoga and with writing. Each time you return to it, you feel renewed and if away too long, you will miss it.

[More on yoga and writing here.](#)

## Becoming an Indie Author: Is Success Based on Luck?

This guest post from indie author Zoe Winters sparked a whole load of enthusiastic comments. [Check the full article out here.](#)

I believe one of the most damaging attitudes you can have is to believe that success is based on luck. Yes, successful people often have opportunities that seem "lucky", but those opportunities rarely come without a lot of hard work and a strong foundation already built.

**Your attitude is one of the most important factors in your success.**

The basic premise is that you must have a strong belief in what you're doing and what you can do before you start. Otherwise you won't put much effort in, you'll get crappy results, those results will make you believe you can't do anything... then Lather. Rinse. Repeat. Until insane. By contrast, if you do believe you can do something, you work harder, and every small success builds your confidence to do more.

When you have a strong goal and don't let anybody sway you from it, your mind starts helping you figure out ways to problem-solve and get there. When you believe success is based on "luck", you are putting up a roadblock.

[Click here to read the full article from Zoe Winters](#)



[www.TheCreativePenn.com](http://www.TheCreativePenn.com)

# THE KINDLE CHANGES EVERYTHING



## KINDLE OWNERS BUY 3 TIMES AS MANY BOOKS AS PAPER READERS. HOW ELSE DOES THE KINDLE CHANGE THE WORLD?

Amazon is absolutely focused on ebooks now they have eclipsed hardback sales. This Christmas will see a huge number of different e-readers on the market. You can't ignore this as an author with books to sell. My own personal reading habits have changed in the year I've had a Kindle. I read based on

sampling, I read more fiction and more of authors I haven't heard of before. I won't generally buy a book if it isn't available on Kindle, but I will download books immediately on recommendation from twitter friends. I also read across multiple devices on the Kindle app.

[Read how this affects you as an author or watch the video for more ideas.](#)

## HOW TO WRITE BACK BLURB

**People may pick up a book because of the cover, but the next thing they do is read the blurb. So what are the keys to brilliant blurb that leads to a sale?**

At basics, the back blurb is a sales pitch. It has to be an exaggeration of your story, a hook that pulls the reader in within seconds. How do the best selling books do it? I analyzed top thrillers and found some common threads:

- **A hint of the plot** "Secret experiment. Tiny island. Big mistake." (Scott Sigler, Ancestor)
- **Use of words that evoke images and resonate with readers of the genre.** "hidden esoteric wisdom, Masonic secrets" (Dan Brown, The Lost Symbol)

[Click here for 7 more tips in the main article + Pentecost back blurb.](#)



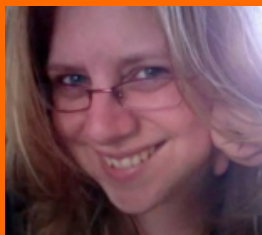
## INFO-PACKED MULTI-MEDIA

**These talented ladies provided stacks of information this month through podcast and video interviews on writing, publishing and book marketing. Check out the links below to listen or watch them online.**



If you want to succeed with **Facebook marketing**, check out these tips from social media strategist, Amy Porterfield.

[CLICK HERE TO WATCH](#)



Fantasy author Phillippa Ballantine tells us about the life of a pro-novelist and her latest book, Geist. **From New Zealand to New York**, this is a great podcast interview!

[CLICK HERE TO LISTEN OR WATCH](#)



Author and top blogger Justine Musk gives us some tips on how to build a platform online by being your authentic self. Plus, how to find time to write with 5 boys!

[CLICK HERE TO LISTEN TO PODCAST OR WATCH VIDEO](#)



Romance author, ebook formatter and digital publisher Moriah Jovan talks about the ebook industry and how you can publish online.

[CLICK HERE TO LISTEN OR READ MORE](#)

[www.TheCreativePenn.com](http://www.TheCreativePenn.com)

# KILLING THE SACRED COWS OF PUBLISHING

Dean Wesley Smith has written more than 90 popular novels and has been in the publishing industry for over 30 years. I interviewed Dean about why he thinks now is the best time to be an author, and what the changes in publishing mean to newbie authors and also to writers with huge backlists. We talked about his “Killing the sacred cows of

publishing” blog post series and also about the detractors to the new publishing paradigms.

Of particular interest was Dean’s great idea of the “magic bakery” where the author has recurring revenue from the same



[Listen and Watch the video here](#)

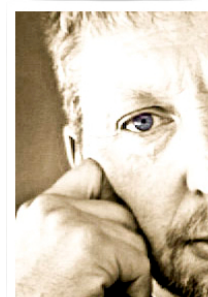
creative works. I also loved the tips on writing fast!

## THE BEST DAMN creative WRITING BLOG

Getting book reviews is critical for marketing, and Best Damn Creative Writing Blog Cortnee Howard tells us about it. PLUS, social media marketing tips. [WATCH VIDEO HERE](#)

## EDITING A NOVEL

**This month I received my Editorial Review back from my editor, Steve Parolini, The Novel Doctor. He also appeared on the podcast and in a video interview with tips on editing your novel and how to avoid the big mistakes in your manuscript.**



In the interview, Steve explains what an editor is and what they can do for your work. He also goes into the author’s voice and what he looks for in a manuscript. Tips for authors submitting their first book include: Reading with a critical eye and making sure you have been through it ironing out mistakes, then give it to others who will find more. By the 3rd or 4th draft with many revisions, it is more likely to be in a good state to give to an editor. Steve also explains some of the biggest problems with manuscripts, including repetition of words/phrases and monotony. [Listen to and watch the interview here.](#)

In a parallel post, I explain how it feels to get the editorial review and be on the end of the criticism. I was afraid to even open the email at first, but after I immersed myself in the process, I was able to improve the novel using Steve’s ideas. It covered plot, character, setting, pacing, dialog and more with pointers and tips. I changed the opening scene and some major plot points based on feedback, so it was a roller-coaster ride! [Read the full article here.](#)

### CONNECT WITH ME:



[@TheCreativePenn](#)



[TheCreativePenn](#)



[TheCreativePenn](#)



[Click here to receive free updates by subscribing to TheCreativePenn.com by email or in your RSS feed.](#)



[Click here for The Creative Penn Podcast on iTunes. Interviews, inspiration and information on writing, publishing and book promotion.](#)