

# THE creative Ezine August 2009

PENN



## Welcome to the August ezine edition for “The Creative Penn”!

Your monthly dose of **information** and **inspiration** on Writing, Publishing options, Sales and Promotion... for your book. Please do email me ([joanna@TheCreativePenn.com](mailto:joanna@TheCreativePenn.com)) with suggestions for any topics you would like me to cover in this ezine—or on the blog itself.

### Overwhelmed by all this Platform Building Talk?

Yes, you need an [Author Platform](#) whether you want to be traditionally published OR/ if you want to self-publish print or digital books.

I recommend 3 steps to start your platform building based on my own experience.

- Decide on your author goals, discover and build your [author brand](#) and be consistent in applying them both
- Set up a blog
- Start tweeting

You can [read all the details on the full post here](#).

**PLUS:** If you haven't embraced social media yet, [watch this video](#) and [read this post](#).

### Literary Travel:

**You probably know I am English** but I live in Australia. I left England to go backpacking in 2000 and never went home! I lived in New Zealand for 7 years and now live near Brisbane on the East Coast of Australia. The weather is fantastic all year round and it is a very different life to England.

However, **I will never lose my love of history, architecture and European culture** and I do miss that being so far away! This month I went back for a friend's wedding and decided to post about a few places you might find interesting too. I have added a new category of Literary Travel to the blog so I will continue these posts in the future.

- [Literary Oxford; Authors and Poets](#). A bit about the people of Oxford you may have heard of and read about
- [Literary Oxford: The Bodleian Library](#). One of the most famous libraries in the world, fantastic architecture and a brilliant story in itself.
- [Literary London: The British Library](#) full of treasures bibliophiles will love!
- [Literary England Round-Up](#). The highlights and what I loved and saw at the literary haunts of Oxford and London.



The Divinity School, Bodleian Library, Oxford

**PLUS:** Aspiring travel writers, check out the [podcast with Alastair Humphreys here](#)

### Are you in Brisbane, Australia?

If yes, I will be speaking this **Tues 1 Sept** at the Brisbane Woman Networking Event—[details here](#).

I am also speaking at the Women's Writers Group on **Fri 18 September**—[details here](#).

**BYRON BAY:** I will be doing an evening session on **Wed 30 Sept** as part of the “Write for your Life” tour with Jeremiah Abrams, Jungian Therapist and Author—[details here](#)

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

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## EBook News:

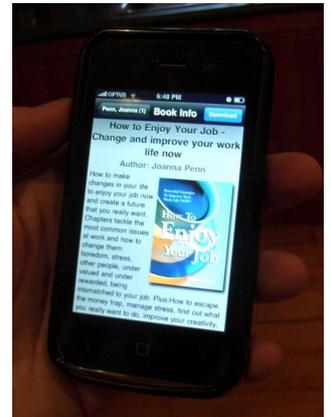
News from Smashwords.com founder and CEO Mark Coker:

- [Selected books from Smashwords will be picked up by Barnes and Noble](#) for their ebook program. This is mainstream digital distribution for self-published authors of ebooks. Fantastic news!

**Do you have books or writing that could be sold as an ebook and haven't quite got round to publishing it yet?** Are you put off by the technology you need to publish your books this way?

**Read this article:** [How to Publish Your Book on Smashwords](#) and your book could be on B&N ebook store! (and definitely will be on the iPhone!)  
(If you need some help, I am [available for hire at US\\$50 per hour](#) for any kind of consulting work. Just email me!)

**PLUS:** [Check out this article on Amazon, ebooks and the potential Apple tablet](#) coming in 2010 that may be the iPod for ebooks.

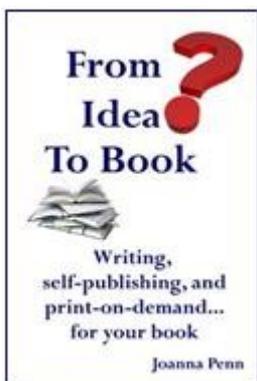


One of my books on the iPhone Stanza app

## August Podcasts:

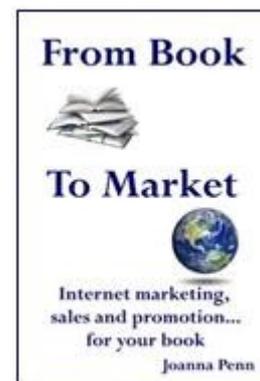
I love my podcasts! They give me a chance to talk to some great people, and I learn a lot myself, so I hope you also get loads of benefit from them! ([Click here for tips on how to make your own podcast](#)) You can download the file, listen online or if you use iTunes, you can also [subscribe to it here](#). This month's podcasts have been:

- [Grant McDuling on the Business of Selling Words](#). This is an amazing podcast as Grant is a ghostwriter and has 26 books under his belt. He also makes a 6 figure income writing, so you can learn some of his secrets!
- [Interview with me, Joanna Penn on Web 2.0 for authors](#). This is a guest podcast on Booksquare University website with Kirk Biglione.
- [Lauren Roche on Writing as Therapy](#) and her inspirational memoir from prostitute to physician. A touching story and writing tips for memoirists and biographers.
- [Alastair Humphreys on Travel Writing and Achieving amazing goals](#). I loved interviewing Alastair (picture right) and also checking out his photos and exploits. Tips here for travel writers!



### **If you like the blog, you might like the books!**

My new books, "[From Idea to Book](#)" and "[From Book to Market](#)" are available in ebook versions (US\$4.99) or in Print. They are Q&A based and contain most of what I know about the writing -> publishing -> sales -> promotion process. [Click here for more information.](#)



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

*Joanna*

