

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) 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

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EBook News:

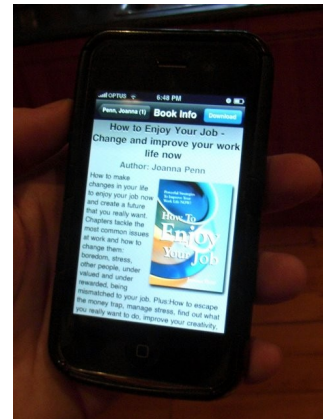
News from Smashwords.com founder and CEO Mark Coker:

- [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.

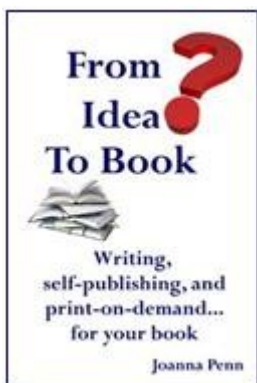


One of my books on the iPhone Stanza app

August Podcasts:

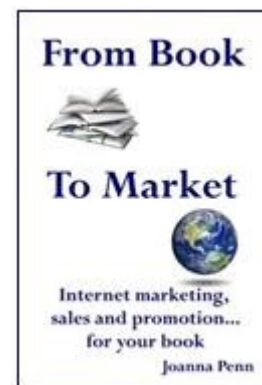
I love my podcasts! They give me a chance to talk to some great people, and I learn a lot myself, so I hope you also get loads of benefit from them! ([Click here for tips on how to make your own podcast](#)) You can download the file, listen online or if you use iTunes, you can also [subscribe to it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

