



Welcome to the July 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.



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Writing:

I have started to write a fiction novel—my first serious foray into this type of writing. I have also gone back to almost fulltime consulting work, so I am trying to combine all this. I know you will most likely be in the same situation! How do we get it all done?! But I want to be able to write a book every year so I need to push myself. What are you writing this year?

- [Mind Maps : What are they and how can you use them?](#)
- [Using Evernote for book research.](#) I can't recommend this free software enough!
- If this is all overwhelming, here's a post on [Efficiency: Getting everything done as a multi-tasking writer](#)

Improve Your Author website

This month I changed my blog design based on [feedback](#) from a respected blogger. I moved from a free Wordpress theme to Thesis theme which can be customised and mainly simplified the layout. I have had good feedback so far and will keep tweaking! We all need to improve our sites to keep readers engaged and to get better search engine optimisation. Here are a few posts from this month you could use to improve your website.

- [How to Maximise your author website](#)—a guest post from Phyllis Zimbler Miller
- [Breathing life into your backlist with Web 2.0.](#) How I used website tools to relaunch my first book on a new blog and what can be done to sell your backlist books.



The Author 2.0 Program has been getting some great reactions from participants.

[You can read their own words here](#)

There is so much *meat* in it, and new possibilities for getting my work “out there,” from Aggie Villanueva.

You can still get the free [Author 2.0 Blueprint here](#), or read more about the [full program here](#).

author2.0

using web 2.0 tools to write, publish, sell and promote your book

www.TheCreativePenn.com

Get Published TV

A friend of mine Dale Beaumont has just started a new online TV show, [Get Published TV](#). Dale has written 16 books and self-published them to great success. He shares his own stories and tips as well as interviewing other guest experts. If you like watching video, then I recommend you get over to Dale's site. His videos include: [Write a book in 30% less time](#), [How to deal with a book printer and save thousands](#) and oh, yes, he interviewed me about a few things as well!



[You can watch the video with me here](#) (if you have your own site, you can handily embed the video just like YouTube!)

I love Print on Demand—and why you should too!

[Print on demand](#) is a technology for publishing, and mainstream publishers are starting to use it as well as self-published authors. It means no stock, no upfront costs and no boxes of books around your house! It is revolutionary for authors and you need to know about it! Here's a few posts to get you up to speed!

- [Print on Demand will Save you Money](#) (written after I did my tax return and compared my figures for book 1 against books 2&3)
- [Video: Print on Demand changed my life](#)

COMING SOON: FREE TELESEMINAR:

VIP Author Talks with Joanna Penn: "How to use Web 2.0 to Write, Publish, Sell & Promote Your Book"

Wednesday, August 26 AT 8PM EST
[Free registration and details here](#)

Podcasts:

I am getting some great feedback on the [podcasts](#) so I am keeping them a regular feature. If you have not listened to a podcast before, it is just an audio file played over the internet. You can listen by just clicking Play on the screen, or download and listen later on your computer or digital player. 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](#) and how he makes a 6 figure income ghost-writing
- [Jeffrey Kafer on being an audiobook voice talent](#) and tips for authors reading their own books
- [Trevor Young, the PR Warrior](#) on tips for promoting your book
- [Joanna Penn \(yes, me!\) on the process of writing](#) and getting your manuscript into book form

PLUS [5 easy steps to Make Your Own Author Podcast here](#)

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

Joanna