



Welcome to the September 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.

Aspiring Fiction Writers: Prepare for NaNoWriMo

Last year I didn't find out about NaNoWriMo until it was too late so I want to make sure that you know it is happening.

PLUS: [Are you too busy for all this? Try a Virtual Author's Assistant!](#)

National Novel Writing Month is November, and NaNoWriMo.org is a site aimed at supporting and helping authors through 50,000 words of their work-in-progress. Can you write a novel in a month? Do you want to join me in trying? If you join the site, [buddy me](#) and we can support each other!

Dan Brown: Lost Symbol Book Launch and Lessons Learned

Whatever you think of Dan Brown, he can certainly sell books! September was the biggest publishing month of the year with "The Lost Symbol" selling millions of copies on day 1.

- [5 lessons learnt from the book launch of "The Lost Symbol"](#)
- [Dan Brown: How does he do it?](#)
- [Would you rather be a best-selling author or best writing author?](#)



Piracy vs Obscurity: Which is worse for authors?

I often get asked about the risk of putting your work online, especially for free. What if someone steals it and sells it and I don't make any money?

But there is a different way of looking at this—are you famous enough to be worth pirating? Or does no one even know your work exists? Can free ebook versions of your work actually drive print book sales? [Read the full article here.](#)

Inspiration for the month

My new novel will be based on ideas in Jungian psychology, so I thought I would share some of them as inspiration for your writing.

- [5 ideas writers can use from Jungian Psychology](#)

I also find Modern Art Galleries to be amazing for sparking new ideas.

- [15 ways modern art galleries can inspire writers](#)

PLUS: [Learn how these new authors got their first book launched!](#)



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PENN



Publishers do want you to market yourself

More and more evidence mounts up that authors who take control of their own marketing will be successful with their publishing endeavours.

- [“Platform comes first! Book second” How to succeed in today’s publishing industry](#) by Writer’s Digest Jane Friedman
- [Self-publishing is a power move](#) and in the future, publishers will want to see evidence of your book marketing before they sign you (from Indie Author)
- [Book marketing by self-published author leads to 80,000 in sales](#)—Washington Post
- [Branding and Marketing in the Digital Economy—OR/ How to make money and get famous on the internet.](#) This is a presentation from a talk I did last week. It is a downloadable PDF. I hope you find it useful!

PLUS: [Google Books partners with Espresso Book Machine—great news for authors!](#)

September 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:

- I have surprised a few people this month by [talking to Julia McCutchen all about traditional publishing](#), how to write a great book proposal and what building and author platform means to publishers. I would love to get a publishing deal, but until then I am going to do it my way!
- [Dana Lynn Smith, the Book Marketing Maven](#) on tips for your book marketing plan, using ebooks to make money from your site and more!
- [Book marketing expert, Tony Eldridge](#) talks about tips for marketing your books as well as how he got an endorsement from Clive Cussler for his novel
- [Media and internet expert Kirk Biglione](#) talks about ebooks and digital media

Are you in Brisbane, Australia?

1 day seminar “How to Write, Publish, Sell and Promote Your Own Book.

At Brisbane Central Library, Sun 18 Oct—all the details and booking here <http://www.thecreativepenn.com/seminar/>



Writers and Creatives Must Read!

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

Joanna