

THE creative Ezine April 2009

PENN

Welcome to the April ezine edition for "The Creative Penn"!

This will be your monthly dose of useful and interesting information on Writing, Publishing options, Sales and Promotion... for your book. There will be information for both new writers and established authors with books. 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.



Writing:

Writing is a journey, but a book is a goal.

You can make it. You can hold your book in your hands. It is achievable. But it is not just about just writing, you actually have to set a target and then make it happen. Make your goal SMART - Specific, Measurable, Achievable, Realistic, Time-Based. So don't say "I will write my Lord of the Rings style trilogy epic in 6 weeks".



That's not going to happen. But you can say "I will write 1000 words per day on my <genre> novel and I will finish the first draft in 3 months". When you write that first book, you struggle because it seems endless...but you can make it!

I spoke at a library this month and shared with the writers there what I wish I had learnt before writing my first book. The above is one of my tips. [You can read the rest here.](#)

PLUS: [101 Writing links for writers and authors](#)—a wealth of information for you here!

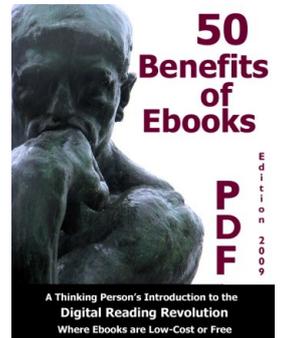
Publishing Options:

Today is pretty significant in the publishing industry as [Amazon.com has bought Stanza](#) which is the largest and most popular ebook and ereading software. As Amazon.com is the biggest print bookseller and they are also trying to reduce costs, 2009 may well be the year ebooks take off.

If you are still unsure about ebooks and what its all about, I recommend this book => Michael Pastore is a print publisher and he offers this as a print book for \$20, but as an ebook for only \$1! You can read an [interview with Michael about the future of publishing here](#) and [Buy the Book for \\$1 here.](#)

It is a brilliant and literary account of what ebooks are, why they are great and how they are a force for good in the publishing world.

PLUS: [Why I self-publish my books.](#) An honest account.



Podcasts:

I am doing a [podcast every week](#) now because they are so useful and packed full of information.

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:

- [Dale Beaumont](#), best-selling author of 15 books on how to be an author-entrepreneur
- [Seth Harwood](#), novelist podcaster turned Random House published author
- [Karen Schmidt](#) on being an author and a professional speaker
- [JC Hutchins](#) on his cross-media novel and how he built an author platform that got him a publishing deal

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From Idea...



To Book...



Writing, self-publishing, and print-on-demand...for your book

Joanna Penn

Both EBooks are only \$1 !

Inspired by my friend Michael Pastore, I am offering both my own ebooks for **ONLY US\$1**. The print books will be on Amazon soon but I want to start helping people now. Let me know what you think!

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Click here for "[From Book to Market](#)" which goes through sales and promotion ideas for your book.

From Book...



To Market



Internet marketing, sales and promotion...for your book

Joanna Penn

Did you know?... Gary Vaynerchuk, a video blogger got a 10 book deal with Harper Collins?

How did he do it?

Check out [this post](#) and [this video](#).



Did you know?... My Blog, The Creative Penn made #12 on the Top Australian Writing Blogs

[You can see them all here.](#)

author2.0

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

Author 2.0 Program: For Savvy Authors Only!

I am currently working on the development of the Author 2.0 program which is due to launch in late May. The course is based on everything I have learnt about using web 2.0 tools in the last year to write, publish, sell and promote books.

Publishers are taking on fewer new authors and those they do take on need to have a "platform", an established base of people who will buy their books. This course will show you how to build that platform using free or cheap software and show you exactly how to do it with videos, audio and text based modules.

As I am not an expert on all these things, I have also interviewed some amazing experts for 30-45 minutes on each of the modules. Here is a taster of some of them:

- John Kremer, author of "1001 Ways to Market your Books" on being an Author-Entrepreneur
- Penny Sansevieri, author of "Red Hot Internet Publicity" on website design and social networking
- Chris Knight, CEO of EzineArticles on article marketing and other traffic tactics
- Mark Coker, CEO of Smashwords.com on how to publish books, and to the Kindle and the iPhone
- Yaro Starak, top blogger from Entrepreneurs-Journey on how to blog effectively
- Dan Klass, author of "Podcast Solutions" on how to podcast your book

Plus 6 more brilliant experts on writing 2.0, social networking, marketing for TV, radio and print media on the web, self-publishing and print-on-demand, Amazon.com tactics and much more.

The program will be US\$297 for ALL the content, including all audios and videos. It will also have a 50% affiliate program. This means that you can join up and receive a special link to the website. You can then promote the program and if people buy through your link, you will receive US\$149 per person.

If you are interested in pre-registering and receiving pre-launch information (interest only, no obligation to buy), then please visit <http://www.author2zero.com> where you will find a video and sign up form.

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

Joanna

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