

THE creative Ezine March 2009

PENN

Welcome to the first 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 Tips:

Here is a brilliant post on the great blog “Bookgasm”. It contains some useful and funny tips on writing for publication.

Includes

- Being innovative doesn’t justify writing a Civil War epic entirely in texting slang and emoticons: “*ts u hor! i dnt gv dam :< !*”
- It’s not technically a novel until you’ve written it down first.

Read the rest here: [50 reasons no-one wants to publish your first book.](#)

Publishing Options:

These last few months have seen the traditional publishing industry wrecked by layoffs and redundancies. The old publishing houses are seeing an industry shift and are struggling to keep up. For authors, it means that waiting for that big advance and book deal is even further away. But that is not all bad news!

Publishing 2.0 describes the new world, where authors are in control and can sell their books online globally with little technological savvy. [This post describes this new world.](#)



This months top blog posts—including Book Promotion and Sales posts

- Podcast (downloadable mp3 recording) with Rachael Bermingham, best-selling author of the “4 Ingredients” cook-books. Rachael has sold over 1 million books—she self-publishes and self-promotes and gives tips and advice here. [Click here to read more and listen to/download the recording.](#) (we will also be having monthly podcasts now)
- Interview with Book Publicist Chelsea McLean with tips on book promotion—[click here for more](#) and Maralyn Hill on writing on food and travel—[click here for more](#)
- Using Facebook to promote yourself and your book—[click here for more](#)
- Read an EBook Week is now over—but you can still read this great [interview with Smashwords Mark Coker](#) on the future of digital publishing. You can also [get your own book on Smashwords and sell it as an ebook here](#). This will make your ebook available for sale on the iPhone—very cool!
- Other recent posts include [Ghostwriting](#), [Backing up your work](#) so you don’t lose it and [Book Cover Design](#) Tips and Resources.



Exciting times ahead as this month The Creative Penn is launching a number of new services. We now have relationships with a number of providers so we offer [Hourly Consulting](#), [Manuscript Critique](#), and Book Promotion (coming soon!).

The brand new books, “[From Idea to Book](#)” and “[From Book to Market](#)” are also launching on Amazon. They are aimed at helping authors write, publish, sell and promote their books.

Joanna

Until next month then! All the best in your writing—

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