

# THE creative Ezine May 2009

PENN

## Welcome to the May 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](mailto:joanna@TheCreativePenn.com)) with suggestions for any topics you would like me to cover in this ezine—or on the blog itself.



### Writing:

This month I attended the [Sydney Writers Festival](#). I did a couple of workshops on literary non-fiction, and also performing my writing, as well as hearing about US Publishing Trends. Here are the posts for you:

- [When Writers Speak](#)—Lessons from Performance Poet Miles Merrill
- US Publishing Trends [Text Post](#) and [Video Post at the Sydney Opera House](#)

### Publishing Options:

More big news in publishing this month! Times are changing so fast right now! If you want to keep up, [follow me on Twitter!](#)

- [Amazon announced the launch of Encore](#) which is their move into publishing. Potentially a game-changer! Amazon will pick up self-published books that are doing well and re-publish them with all their marketing might. Exciting times!
- Scribd, an online document sharing site, announced that they will start selling ebooks, and O'Reilly publishing immediately released all their books on Scribd for starters. Many others are following. It's currently in Beta and only for US citizens (shame for the rest of us!). So you now have another site to sell your work. I know Scribd gets great traffic as well!
- Bowker released statistics showing that Print-on-Demand books exceeded the number of traditionally published books in 2008. Wow! That is a tipping point!



### Podcasts:

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

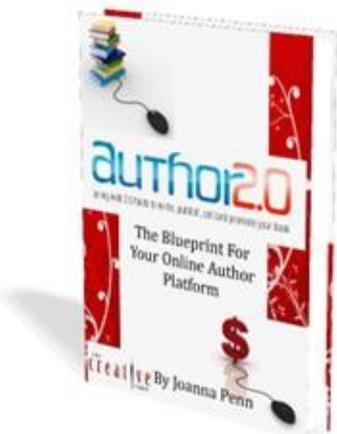
If you have not listened to a podcast before, it is just an audio file played over the internet. You can listen by just clicking Play on the screen, or download and listen later on your computer or digital player. If you use iTunes, you can also [subscribe to it here](#). This month's podcasts have been:

- [Heather Wallace on Print-on-Demand](#) and why it is such a great option
- [Author 2.0 teaser featuring tips](#) from the interviews for the Author 2.0 program
- [Joan Kremer](#) on writing and authors in Second Life
- [Steve Tiano](#) on book design and layout including tips for self-publishers
- [Author Seth Harwood](#) on podcasting to print publishing success

**PLUS:** [5 reasons authors should podcast](#) (and why you should start now!)

[www.TheCreativePenn.com](http://www.TheCreativePenn.com)





## Author 2.0 Program: Launching 1 June 2009

Author 2.0 launches soon with the **release of the FREE Author 2.0 Blueprint**—shown left. This is packed with information on how you can build your platform, write, publish, sell and promote on the internet.

I also explain the Author 2.0 Model shown to the right in the Blueprint.

You can [sign up for the Blueprint here](#).

You can also get pre-launch specials if you sign up BEFORE 1 June.



### Useful Non-Fiction Authors to follow on Twitter

[Check them out here.](#)



### Useful Fiction Authors to follow on Twitter

[Check them out here.](#)

Other things for you:

- [Statistics on the book buying public](#) show that most readers find information online. 67% says they found reviews online. **Online is also the #1 sales channel** with 23% of the market. Lots more info on this post.
- **Is publishing going digital?** [An article on The Tipping Point of publishing](#) sparked [my own response](#) on when an author decides to go digital. What do you think? Have you gone digital yet?
- Do you wish that you could write fulltime without the distraction of the day job? Well, sometimes the day job can help you! Here's [5 reasons having a day job helps your writing!](#)
- For ebook fans: [Ebook comparison matrix](#) and [Ebook Reader Buying Guide](#)



**Can you make any money from writing a book?** Scary posts for you:

- [An author makes \\$0 with sales of over 65,000 books](#)
- [The realities of royalties](#)
- [Changing models of publishing—ditch the advance](#): This is an excellent article!

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

*Joanna*