

THE creative Ezine July 2010

PENN

Welcome to the July Ezine edition for
"The Creative Penn"!



This month I did reach the [goal of finishing my first draft](#), and I have also had the great privilege of interviewing [Dan Poynter](#), one of the gurus of self-publishing. How has your writing month been?

This ezine is a monthly dose of **information** and **inspiration** on Writing, Publishing options, Sales and Promotion... for your book. You can see [all the backlist here](#). Please do email me joanna@TheCreativePenn.com with suggestions for any topics to cover.

How it feels to finish the first draft of your novel

I have stumbled through to the end of my story, and now I sit at the end of the first draft of the first novel. **So how does it feel?**

I'm proud to have over 70,000 words of a coherent story in black and white. But it also feels like an anti-climax as I am nowhere near the end of the project yet!

People keep asking "When can I read it?" and I have to tell them "Writing is rewriting" (Michael Crichton). People don't understand that a fully formed novel does not emerge in a first draft!

I need help in the rewrites so I have joined Holly Lisle's "[How to Revise a Novel](#)" program – it is excellent. First lesson, ignore spelling and grammar. That is the very last thing to edit. Start with what you were aiming for, what you have got and large story and character edits first. [Click here for the rest of the article.](#)

[Check out my new Resources page!](#) On writing, publishing and book marketing



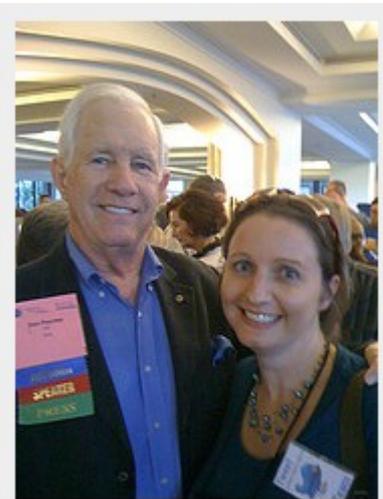
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Free Audio Interview with Dan Poynter, guru of Self-Publishing

I was very pleased to meet Dan at the National Speaker's Convention earlier this year and he kindly gave me a [great podcast interview that you can listen to here](#). Some key tips on self-publishing and marketing include:

- * Write what you love. Sell to your friends.
- * There was never a stigma of self-publishing with the book buying public. Generally they don't know and they don't care who published the book as long as it is what they want.
- * You have to be able to promote yourself, regardless of how you are published
- * **The future publishers are Amazon, Google, Apple** - not NY publishing.
- * Dan's business model as author entrepreneur

There is much more in the free 30 min audio, so [please download and have a listen here](#).

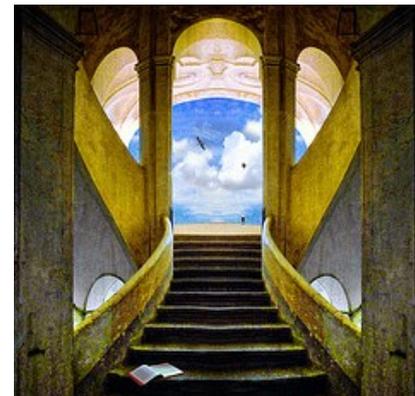


Dan Poynter with Joanna Penn
at NSAA Australia, May 2010

Writing and Self-Publishing by an American in Italy

Living as a foreigner in a foreign land, or living as "half" a foreigner in one's own land, is both challenging and liberating. There is a constant urgency to re-examine your own identity and values through contrast with the other, and perhaps more for writers than for other folks these confrontations of identities are essential to understanding ourselves and therefore the characters and realities we create.

[Click here to read the rest of this article](#) about writing as an expat in Italy from Lisa Kramer Taruschio.



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Multiple Streams of Income for Fiction Writers

Most people understand that you can create multiple streams of income from non-fiction books, but I often get the question “**What about fiction authors? How can they make money in different ways?**”

Here are the highlights, [read the full article for more detail on each category](#):

- * Books—print, audio, ebooks
- * Products associated with fiction books—merchandise
- * Online courses based on your genre or skills
- * Speaking, seminars, live events
- * Consulting, editing, coaching



Need Inspiration? Free audio on resilience, accepting criticism and being an introvert with Clare Edwards

I can't tell you how much I needed this interview with Clare. I have been overworked and sick with the day job, my writing was frustrating and overwhelming, plus real life and all the rest! This half an hour gave me a real pick me up.

[Click here to have a listen](#) if you need some inspiration for your writing and indeed, your life!

Top 5 Copywriting Secrets to Selling Your Book

The author as artiste is no more. Whether you're fixated on a publishing deal, or whether you're happy with the self-publishing route, both choices have an expectation that you'll sell your own book with blogs, web sites, PR material, book trailers and you tube videos. So how hard can it be? You can write, right? So writing words that sell can't be that different to writing words that entertain, can it? Try polar opposite.

The top 5 tips include: Benefits vs Description. The number one thing all advertising has to do is tell the customer why they should buy the product. In your case, a book. It's a great page turner, lot's of exciting action, ideal for romantics, perfect for poolside reading, whatever. Search your own experiences for what you get out of reading and apply those to your particular book. [Click here to read all the tips.](#)



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Video: What I Want In A Thriller Novel And How It Informs My Writing

To be a successful writer in a genre, you have to read a lot of books! Genre writing is quite specific in that people have expectations and if you don't meet them, the reader is disappointed. I am currently writing a thriller and want to satisfy my potential readers by giving them what they want in the genre as well as interesting new writing.

Incidentally, some of my favorite thriller writers include [James Rollins](#), [Matthew Reilly](#), Douglas Preston and Lincoln Child, Steve Berry, and yes, I like the Dan Brown series! My own novel, Pentecost, is Lara Croft meets Robert Langdon in smackdown biblical action-thriller.

[Click here to watch the video](#)

Upcoming Live Events: I am now [speaking](#) almost every month, mostly in Australia but also now internationally. Here are some events coming up that you might like to join.

 **Women's Publishing Network**
WRITE SPEAK GROW

Branding, Blogging and Multiple Streams of Income For Authors and Writers



BRISBANE: Branding, Blogging and Multiple Streams of Income

Sat Aug 28th in central Brisbane. 10am-4.30pm
[Click here for all the details](#) and booking or email me for more information

UBUD, Bali: Write and Sell Your Book

Writer's Retreat Oct 1-6th in Ubud, Bali
[Click here for all the details](#) and booking or email me for more information. There are still some spaces available for this amazing event. [Read this article for more information.](#)



Scuba diving - a fantastic form of consumption!

Consume and Produce: How to Balance Your Time.

You must consume.

Be careful what you consume.

Reflect and produce something new.

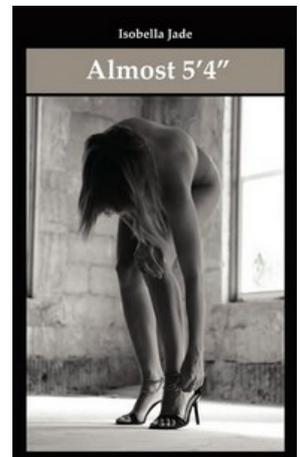
[Click here to read the full article.](#)

Breaking the Rules of Modeling and Publishing: Isobella Jade

This is an interview with inspirational model Isobella Jade, author of 'Almost 5'4''

Your story is one of going up against the modelling industry's established rules and becoming successful despite them. Many authors feel the publishing industry has all these rules too.

What would you say to people trying to break into a difficult industry (and how did you break into modelling AND publishing!) [Click here to read Isobella Jade's full interview.](#)



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- [How to write a book proposal with Gary Smailes, from BubbleCow](#). Learn the critical aspects of a cover letter as well as what publishers and agents want when they read your submission.

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

Joanna