

THE creative Ezine September 2010

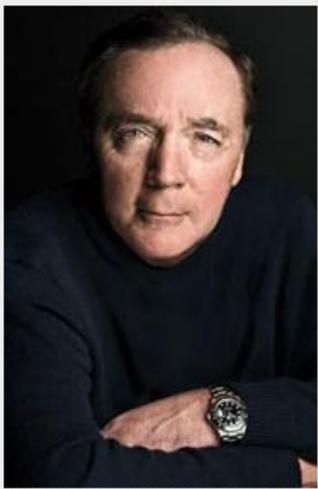
PENN

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



This ezine is a monthly dose of **information** and **inspiration** on writing, publishing options, sales and promotion... for your book. You can see [the previous editions here](#). Please do email me joanna@TheCreativePenn.com with suggestions for any topics to cover.

I am writing this very early before heading to the day job. I am trying to cram in as much as possible before I head to Ubud, Bali where I am speaking at a 5 day writer's retreat. I have been increasing my speaking in the last 6 months and this is my first international event. Very exciting! On other news, I have sent my thriller novel, 'Pentecost' to my editor and also started planning out the next in the series. **How has your writing month been?**



James Patterson is the highest earning author

What Do The Most Highly Paid Authors Have In Common?

We write for many reasons. Money is not usually the top of the list but we would all like to be rewarded for our work and financial success is certainly a great goal. Forbes.com released [their list of the highest paid authors](#) earlier this year. The top 10 earners were: James Patterson, Stephenie Meyer, Stephen King, Danielle Steel, Ken Follett, Dean Koontz, Janet Evanovitch, John Grisham, Nicholas Sparks, and JK Rowling

So what can we learn from them in terms of modeling success?

1. **Write a lot of books.** James Patterson has had 51 NY Times bestsellers and churns out almost 1 book a month now with a number of collaborators. While you may not like his writing style, he is certainly successful in understanding books are a product. Write to a formula, get them out there and people will buy them. Most of these writers are prolific with Meyer and Rowling as outliers (see the next point!)

[For 6 more points in the rest of article, click here.](#)

The Hunger Games: Why Is It Such A Fantastic Series And Lessons For Writers

I didn't get the popularity of Harry Potter and I don't get Twilight, BUT I love the Hunger Games series by Suzanne Collins. This is truly a YA crossover series that is popular with teens and adults alike. It is a fantastic series of books that can also teach us a lot as authors.

Why are these books so great and what can we learn?

- Compelling characters
- High stakes
- Mythological, grand themes experienced at an individual level
- Thriller pacing

[For all the details behind these points, you can read the article or watch the video here.](#)



SUBSCRIBE to my YouTube Channel for more videos.
I post more on the channel than I do on the blog.

<http://www.youtube.com/thecreativepenn>

www.TheCreativePenn.com



Joanna Penn at the shooting range

Researching A Novel With Field Trips: Shooting A Gun

Novel research comes in many forms. You can read books, surf the web, interview people and of course, you can go on field trips if the budget allows.

I'm writing a thriller so yes, there are guns and high body count!

Action/adventure thrillers are what I like to read, watch at the movies and write myself so I am embracing the popular novel and writing my religious themed thriller, Pentecost. You can read all about [my first novel journey so far here](#).

In order to write about shooting a gun, I decided it would be a good idea to go and actually shoot one, so a few weeks ago my husband and I headed down to the pistol club to have a shooting experience. [You can read all about it here](#).

How Authors And Writers Can Build An Email List For Marketing

Blending internet marketing and tech-phobic authors can be a challenge, but on this blog I aim to bring the two together. **One of the key concepts for internet marketers is growing a targeted email list.** You will frequently hear “the money is in the list” and this is as true for authors as it is for internet entrepreneurs.

What is list-building?

You offer something of value for free in exchange for an email address. You can set up auto-responders which are automatic emails that go out directing the person to more useful information. **This is permission marketing.** You have given something to the person and in exchange asked permission to send them more useful information. List building is NOT list-buying. It's the growth of your own list over time in exchange for something of value.



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[Click here to read why you need a list and how to build your own.](#)

How To Be Creative: Incubating Inspiration

Creative inspiration can seem very mysterious but there are many ways in which we can encourage, foster and nurture more and better ideas and insights. The challenge is create the conditions that, in Mozart's words, “fire the soul” and evoke “the lively dream”. Here are some ideas:

- Establish a productive morning ritual
- Move
- Go on a word diet

[Click here for all the details of this post on creativity.](#)



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- [On Writing and Neuroscience with Livia Blackburne](#)
- [Writing Memoir and Using Scribd for Book Marketing with Hyla Molander](#)



Publishing Options For Your Book

[In this video](#), I explain the Publishing Quadrant of traditional publishing, self-publishing, print-on-demand and digital publishing/ebooks.

It is an exciting time for authors right now and you need to know your options in order to make the right decisions about publishing. These are not exclusive options either. Many authors are playing in all of the areas.

I have also set up a resources page for publishing here

<http://www.thecreativepenn.com/publishing/>



Being An Indie Author and Self-Publishing With Zoe Winters

This is a great interview full of information and inspiration as well as laughter and fun! Zoe and I had a brilliant time talking about indie publishing so I highly recommend listening to this audio. Among other things, we cover:

- How **writing inspiration** can come from your obsessions and loves—whether it's Buffy or the Bible
- **What is an indie author anyway?**
- Zoe's tips for self-publishing effectively in digital and print on demand formats and much more!

[Click here to download the audio or listen online](#)

What To Do When You Think Your Writing Is Terrible

Sometimes you might feel as if your writing is terrible! Don't worry, it happens to everyone! In this video, I explain what to do when you feel this way.

Includes: **Write anyway**, just get it on the page and ignore that little critical voice. I use the example of writing dialogue where he said/she said and there's no action. Just get the words out, then later you can add in movement and action so the dialogue adds to the scene.

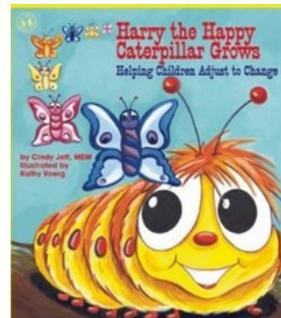
For more tips, [click here to watch video](#)

Lessons Learned From Writing A Children's Book

(guest post)

I absolutely loved writing that first children's story. After doing a bit of research about children's book publishing, I learned that **publishers do not want illustrated manuscripts** (unless you are Dr. Seuss or Eric Carle). **Publishers look for good stories**, and then for illustrators. I had never aspired to be an author, and here I was sending manuscripts out to publishing houses. I guess I had some small hope that some one would like my story as much as I enjoyed writing it.

[For more of Cindy's story, click here.](#)



Upcoming Live Events: I am now speaking almost every month, mostly in Australia but also now internationally. You can check my [Speaking page](#) for events coming up near you, or contact me for bookings for live or digital events.

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

Joanna