



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 22 Issue 4

April, 2015

The Program for the May 16 CAPA Meeting: Networking Made Easy, by Carol Mon

In this idea packed session Carol Mon, author of *A Guide to Networking for Introverts, from Icebreaking to Deal Making*, shares her best tips for finding appropriate networking sites, starting conversations, making connections and following-up to stay in touch. Good networking skills are essential authors and the success of their book sales. If you've been reluctant to get out and network then this session is for you. If you have been out networking but would like to improve your experience Carol can help you too.



Inside This Issue

Cover Design Strategies	p. 2
Media Tip	p. 2
Amazon Tips	p. 3
Find New Buyers	p. 4
ABCs of Editing	p. 5
Celebrating Success	p. 6
News From SE CAPA	p. 7
Upcoming Meetings	p. 7
CAPA Webinars	p. 8
Co-op Connection	p. 8

Meet A Member — Millie Grenough

By Jason Mark Alster, M.Sc

I like authors like Millie Grenough. Since they have their act together, it was easy for Millie to send me her materials, already ready. Now, a couple of puns for you – “act” as in *Sister Act*. Yes, Millie proudly states that at one time she was a nun. And, boy does she fly (...*The Flying Nun*). She is here, there, and everywhere. All this, too, after an accident than once left her out of commission—for a while.

But first, I asked Millie what she is doing now in CAPA. She tells me that she, like the professional coach she is, likes to get CAPA members to help each other—as in having members trade books and give each other reviews. She even remembered that it

was a suggestion I put forth, because at one time we two did the same. I read her book *OASIS in the Overwhelm* and she read my *Being In Control*. Both books are about simple natural techniques to reduce stress and increase focus in this hectic world of overwhelm.

Actually, Millie was the first speaker I heard at a CAPA event. Because of her beautiful talk and demos of natural relaxation techniques, I continued to come to other CAPA meetings,



Contributors

Jason Mark Alster
Adele Annesi
Jean Baur
Ruth Crocker
Michele DeFilippo
Leesa Freeman
Peggy Gaffney
David Garnes
Millie Grenough
Amy Harrop
Brian Jud
Larry Kahn
Debbie Kilday
Dvorah Lansky
Shannon Mazurick
Carol Mon
Karen Rider
Tom Santo
Douglas Seaver
Benita Zahn

Continued on page 3

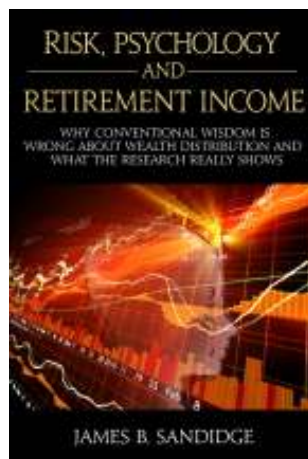
The Cover Story - Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

Risk, Psychology, and Retirement Income

By James Sandidge

The challenge for this cover was to corral a long title and very long subtitle, while maintaining a "textbook-like" design in keeping with the very technical content. We combined several images of stock market charts, colored them red, and created flashes of light to symbolize the risk inherent in investment decisions.



Media Tip

The hosts are not there to hurt or torpedo you. They've invited you because you have expertise to share with the audience and you have as much talent as the person interviewing you.

Benita Zahn, Noon News anchor and talk-show host on WNYT-TV, Albany

A good guest is someone who knows the audience and who can answer questions without too much about "my book."

Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for *Jim Bohannon* and others

CAPA Board of Directors

CAPA Officers' & Board Members' Contact Information

Founder	Brian Jud	brianjud@comcast.net
Co-Founder (CAPA)	Jerry Labriola	Labriola00@aol.com
President	Deborah Kilday	kildaykrafts@aol.com
Vice President	Steve Reilly	sriles40@aol.com
Treasurer	Brian Jud	brianjud@comcast.net
Secretary	Roberta J. Buland	rjbuland@comcast.net
Immediate Past President	Richard Moriarty	rmoriarty285@earthlink.net
Newsletter	Brian Jud	brianjud@comcast.net
SECAPA Chairman	Tom Santos	santostom@comcast.net
SWCAPA Chairman	Steve Reilly	sriles40@aol.com
Program	Brian Jud	brianjud@comcast.net
CAPA University	Peggy Gaffney	gaffney@kanineknits.com
Membership	Dick Benton	robenton@optonline.net
Webmaster	Dan Uitti	dan@uitti.net
The Big E Bookstore	Deborah Kilday	kildaykrafts@aol.com
Publicity	Dennis Schleicher	dennisschleicher@me.com
Networking	Jason Alster	jasonalster@gmail.com
Social Networking	Peggy Gaffney	gaffney@kanineknits.com
Past-President, Advisor	Beth Bruno	bethbruno@comcast.net

Editor—Brian Jud, Meet-a-Member Column—Jason Alster
Copy Editor—David Garnes, Staff Photographer—Deborah Kilday,

Article Submission

The Authority welcomes articles written by members. Here are our guidelines.

Topics may cover any aspect of writing, publishing and marketing. Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues.

All articles will be edited. Submit single spaced with no built-in formatting. Submit all articles to Brian Jud at brianjud@comcast.net.

Send submissions for the **Meet-A-Member** column to Jason Alster at jasonalster@gmail.com

ARTICLES DUE BY THE 28TH OF THE MONTH

Millie Grenough — Continued from Page 1

and, well, write this article now. She pulled out soft stones and showed that if you hold them they can help you to relax. I then showed her a page from my book where I show children with ADHD how to use this technique, also to relax. This led to the sharing of each other's books and, subsequently, reviews.

Millie and I can't emphasize this practice (sharing/reviewing) more, as reviews are the main attraction for prospective readers to purchase your material. Now, because we each already know about what we are doing, we decided to get together a "network."

From speaking with Millie, I found out that she has so much experience—good and bad-- marketing and producing her materials that I invited her to speak at a future CAPA Book Marketing Network Meeting. So keep your eyes open for this one. Why? Well Millie's first book (circa 1975) sold about 75,000 copies—and that was just in Japan. This was a book using song to teach English and grammar as a second language to students; thus, the "singing nun" idea fits in. She gathered her experience from teaching English in Spanish-speaking countries for this book.

I asked her, "But did the publisher pay you?" Her answer: "I was able to put a down payment on my house." Now, that is the type of author we want to hear from. Millie says that her favorite motto to describe what she does as an author is "a creative thinker who puts ideas into practical usage that people can get through books and DVDs."

Millie Grenough, Clinical Instructor in Social Work of Psychiatry at the Yale University School of Medicine,

Continued on page 7

is an executive coach, international workshop presenter, and president of Grenough LLC, a coaching/training organization. She has worked for more than three decades to help individuals and groups reach their full potential - while remaining sane and healthy.

Ms. Grenough brings a wide palate of work experience to the plate. A former Catholic nun, she has worked with international teams in Latin America, Europe, and the USA. At various times, she has earned her living as a waitress, ESL teacher to business people and doctors in Barcelona, textbook author (*Sing It! Learn English through Song*, 6-book-6-cassette series published by McGraw-Hill), nightclub singer, keynote presenter, and business owner. *Sing It!* won an award from the English-Speaking Union for "creative and effective means of teaching English" and has sold 70,000+ copies in the USA and abroad.

After a near-fatal accident forced her to change her high-velocity life style, Ms. Grenough developed the OASIS Strategies to help herself - and others - live a more balanced life. Stressed? You're not alone. Doctors say that stress is at an all-time high in our 24/7 days. *OASIS in the Overwhelm: 60-Second Strategies for Balance in a Busy World* (Audio CD) introduces four simple strategies for stress reduction that are practical, easy to learn, take only sixty seconds, and are designed to help busy people be more effective—and happier—at work and at home.

Looking for calm in the chaos? Find it in *OASIS*. Executive Coach Millie Grenough guides you through. The CD includes: *Step-by-step instruction in the key *OASIS* Strategies; *How to use the strategies in different situations; *Scientific background: re-wire your brain towards health and happiness *Tips: achieve calm in chaos - every minute - at home and at work.

Five Things You Didn't Know About Amazon That Are Helpful to Self-Publishers

By Amy Harrop



Everyone knows that they can self-publish books on Amazon through Kindle, but how much do you really know

about this ecommerce supergiant?

For example, why does Amazon offer two different royalty rates, and, do you need any reviews for your listing to jump higher on the charts? We'll go through the five big things that most authors don't know about Amazon. You're sure to rethink your marketing strategy after learning these secrets.

1) Amazon Pays for Market Stabilization

KDP offers authors two royalty amounts: 35% and 70%. What is the major difference between the two (aside from KDP Select and owning the copyright)? The price. Authors can get 70% royalties if the ebook is within the price range of \$2.99 and \$9.99, whereas books that are above and below this get half the royalty amount.

What's the sense of this? Amazon is effectively giving authors more money to stabilize the market. Books that are less than \$2.99 may give you an unfair edge in terms of pricing, and books over the price are harder to sell since readers usually don't want to spend more on a novel or guide. This ensures market

Continued on page 4

Harrop continued from P 3

stabilization because authors want the most money per sale, so the vast majority will stay within this price range.

2) Reviews REALLY Matter

Why do you think reviews matter on Amazon? Is it because more people are willing to buy books when they are accompanied by a stellar review? Is it because reviews show that people are interested enough in your book to write something about it? Both are true, but there another option that most authors don't know about.

Amazon is run by various algorithms, and a correlation has been shown between reviews and search ranking. Ever wonder why certain books score on relevancy, even though your search terms are tighter or better? Amazon assumes (and rightfully so) that products with more reviews will sell better. Most experts are saying that 50 is enough to start getting some extra attention, so don't feel bad about begging for reviews. Also, it doesn't matter if all the reviews are good (though that will matter to the human buyers), just getting reviews of any sort will tell Amazon that your book deserves more attention.

3) Scarcity and Price

I want you to take a look at your book listing right now (especially if it's a physical self-published book through CreateSpace). You'll probably see one of two things (or even both). Amazon loves employing scarcity tactics. Do you see that angry red text saying, "Only 3 left in stock!" For authors, this can be worrying. Why is your book almost out of stock? Doesn't print-on-demand mean that your book will always be printed when a reader wants it? Yes, it does. Amazon does this to increase sales, but most of the time it's an outright lie.

Also, price can change. Amazon always guarantees that your royalties will stay the same, but they might discount the price. Believe it or not, Amazon is being benevolent here and taking a hit on their profits. You'll make the same amount per sale, but Amazon is taking less by introducing the sale.

4) Ingram and CreateSpace

If you're making a physical book, then CreateSpace is a great way to get your book formatted and ready for publishing. However, the problem is that CreateSpace really only serves Amazon. You can get your book to other channels, but chances are that it will stay within Amazon's pages. If you don't mind rejecting KDP Select's benefits, then you should also consider uploading your book to Ingram.

Ingram is a major publishing channel that serves many outlets, stores and establishments, and CreateSpace uses them to publish books created through their service. Uploading your book to Ingram will only take a few minutes, and it's easy because you did most of the work with CreateSpace. Spreading yourself out more can help improve your overall sale numbers.

5) "Customers Who Bought This Item Also Bought"

Publishers can't change the items that appear here, but there are some devious tactics you can use to sway the items in your favor. Amazon uses another algorithm here, and it all depends on products in the customer's shopping cart at the end of their purchase. There are two powerful ways of using this strategy.

First, you can encourage people to buy other books in your library. Talk about other books that are similar in topic, or ones that are in a series, to get people to look at those books. You can also suggest other heavy-

hitting authors for people to check out. When people buy from them, then your book might start showing up on this list.

Conclusion

Amazon has many twists and turns when it comes to its algorithms and secrets, and understanding them will better help you market your book. Now be sure to focus your attention on the right areas, and you'll be sure to improve your Amazon sales and overall profit.

For more information about Amy Harrop visit www.Amyharrop.com and <https://plus.google.com/+AmyHarrop/posts>

Who Buys Your Books? And Who Does Not?

Book publishers focus on selling books to their customers -- the people who have always purchased (or could purchase) their books. Their sales are limited to the number of people in that group. Conversely, market busters think about the people who *do not* buy their products, and why they do not. Think back to 2006 when Sony introduced its ebook reader (the Portable Reader System). Their goal was to open the e-reader market to a broader base. They researched e-reader customers who were dissatisfied with the size and display quality of the existing selection. Sony introduced a thin device with an easy-to-read screen. Yet, Sony lost the battle to Amazon's Kindle because it failed to understand why people were not buying e-readers -- the shortage of worthwhile books to read. Amazon understood this and offered four times the selection available from Sony's reader, and captured the market.

The ABCs of the Editing Process:

The ABCs of the Editing Process: Poetic License—Using Contractions By Roberta Buland



April is National Poetry Month. For poets, it can be the best month of the year! Readings abound; opportunities to meet poets are found in libraries and other venues. And, it can be the impetus for you poets and wanna-be poets to write a poem or two. Whether you “write” or “give birth to” a poem, as my late husband used to say when he completed a new poem, the satisfaction of having written one is worth the time and effort. And, one of the great things about writing a poem is that you don’t have to write several pages to finish it! It can be less than one page! It can be almost instant gratification!

Another advantage of writing poetry is that you do not have to question whether or not contractions are acceptable—because they are! Also, your editor probably will not call you on it for using contractions, although she may critique you for using them in literary and other narratives.

Omit “v” or use “v”

Many familiar contractions are used in poetry. For example,

“ne’er” as in ne’er-do-well, references to an idle or worthless person. By omitting the “v,” in never and adding an apostrophe is an acceptable contraction.

Continuing with omitting v’s, take a look at “e’en,” which means “even.” Be sure to include the apostrophe or the word may be thought of as a typo meaning “teen,” which would change your intention. Also, include the apostrophe in “e’er,” meaning “ever,” or it could be read as a double typo meaning “err” (misspelled). Then, there are words that use a “v,” such as “may’ve” for “may have” and “would’ve” for “would have.”

Using “it” or “tho”

Many poetic contractions involve “it.” Remember the first word in Lewis Carroll’s popular story poem, “The Night Before Christmas.” “Twas,” is short for “it was.” “Twere” is of similar construct, an abbreviated form of “it were.” It was first known in 1578, hardly acceptable in prose, but used for emphasis mainly in poetry. A poet wrote, “I needed a verb tense of ‘twas for creative use. ‘Twere tomorrow Friday I’d forgive Monday, Tuesday and Wednesday.” In this example, even more license is taken because “twere” means “if it were,” correct because it is used in the subjunctive .

Another popular contraction is “tho.” Normally, as an editor, I would ask the prose writer not to abbreviate “though” to “tho” except in dialogue. In poetry, it’s de rigueur.

Movie titles may also use contractions as in “That’s Life” with Frank Sinatra.

Advantages of using contractions in poetry

While the above contractions are only one syllable, when rhyming and/or counting syllables in a poem, these contractions might work better than their counterparts of two syllables. They can also give you much more flexibility—and, therefore, it is advantageous to have the license to use them freely.

Reader feedback

It is always a pleasure to receive feedback from my column, so keep them coming. Thank you to CAPA Immediate Past President Richard Moriarty who wrote: “I enjoyed your column in last month’s *Authority* very much. I too love learning new words. My word for today was *catalyze*: cat·a·lyze, (kăt’l-īz’), cat·a·lyzed, cat·a·lyz·ing, cat·a·lyzes, which means 1. To modify, especially to increase, the rate of a chemical reaction by catalysis. 2. To bring about; initiate as in ‘The technology bred of science has catalyzed economic growth.’ 3. To produce fundamental change in; transform, such as: Changes in student enrollment have catalyzed the educational system.”

Comments? Questions? Contact Roberta at rjbuland@comcast.net

Roberta J. Buland is the owner-operator of Right Words Unlimited, a full service editorial and publishing firm in West Hartford. She is a past president of CAPA and may be reached at 860-308-2550.

CAPA Members Celebrating Success

Ruth Crocker says: "My book *Those Who Remain: Remembrance and Reunion after War* has won a Silver Medal in the 2015 Benjamin Franklin Book Award and is one of three finalists for the Gold Award in the category of memoir and autobiography. The book is available on Amazon, Barnes & Noble and my website www.ruthwcrocker.com and my publisher's website www.elmgrovepress.org."

Leesa Freeman successfully launched her second book, *Into the Deep End*, and she is happy to report it has already received three Five-Star awards from Readers' Favorites.

All three of **Shannon Mazurick's** *Gemma* books are now Mom's Choice Award Honoree recipients.

Dick Benton says, "I have a fictional combat survival story ("Steve") coming out in the current *Connecticut Muse*. It is a different version from the one I read at an Open Mic session at the Miranda Winery in Goshen recently. I might also mention that Joe and Carol Keeney came to the Open Mic session and enjoyed it."

Karen Rider (K.M. Rider) has a story entitled "The Parade" in the Australian anthology *Strange*, published by Lizard Skin Press. The story is one of 20 selected from hundreds of international submissions. This is the small press's fourth anthology and will be available for purchase on their website...Additionally, Karen's story "The Owl's Last Call" has made it through the fourth and final round of judging for the international Aeon Award sponsored by Albedo One magazine, a premier journal of speculative fiction. At this juncture, the story is one of 31 finalists from around the globe. Winners will be announced by May 2015.

Jean Baur says, "I've been volunteering with my therapy dog, Bella, at a nursing home, hospital, cancer center and school. I started keeping a journal about the people we met and how Bella comforted them. Almost a year ago, after working on a draft of a book about this work, I focused on one particular editor at a specific publisher. I sent the editor a card with Bella's photo on it and a brief description of the book. I got a nice email back and so began a long conversation about my book. I waited, I emailed, I sent the editor updates, I tweeted, I

waited some more, and finally, about a month ago she said, "We'll publish your book." The title is, *At The End There Is A Dog*, and it will come out in paperback and as an e-book in the spring of 2016. Persistence pays off!"

Adele Annesi is now teaching Fiction 1 and 2 at the Westport Writers Workshop. Her article entitled "Mindful Writing, One Word at a Time" was published in the February issue of *The Writer's Monthly Review Magazine*.

Peggy Gaffney reports, "My new book *Fashion Goes to the Dogs* has been chosen to be the raffle prize at the World Samoyed Conference in Melbourne, Australia. This will be a gathering of people from around the globe who raise and train Samoyed dogs. Since heroine Kate Killoy's constant companion in this novel is her Samoyed Dillon, vital to the resolution of the story, the committee felt that this would be an appropriate prize. I autographed a copy and sent it off with some friends of mine who are Samoyed dog show judges and will be traveling to the event." Peggy also says she has been approached by the Samoyed Club of America 2016 National Specialty Dog Show chairman, who requested that "I allow them to raffle off a chance to be a character in the third book in my Kate Killoy Mystery series."

And **Douglas Seaver** says, "I'm excited to announce that I am one of five debut thriller authors selected by the International Thriller Writers to join *New York Times* best-selling author Lisa Scottoline on April 17 at the Palm Beach Peril. This major event will introduce Lisa's latest novel, *Every Fifteen Minutes*, and will include readings, a panel discussion, and book signings. I will be there to discuss and sign copies of my book *The Fourth Rule*. The event will be held at the Hagen Ranch Road Branch Library in Delray Beach, FL beginning at 2 p.m."

Dvorah Lansky, M.Ed., is celebrating the success of her new podcast and training program: Podcasting Success Secrets for Authors and Entrepreneurs. Dvorah and her co-founder Doug Foresta have had over 1,200 authors and entrepreneurs go through their training program since January of this year. This program was nominated for a Small Business Book Award and came in 2nd place in the Resources category. The podcast series features podcasting and marketing experts who share their secrets for harnessing online speaking opportunities. In fact, our very own Brian Jud is a featured speaker on the podcast this month. To access Brian's interview and the show notes, head over to: www.PodcastingSuccessSecrets.com/brianjud

News From SE CAPA

By Tom Santos,
SE CAPA Chairman

SE CAPA has a new home for our meetings.

Beginning April 20, 2015 we will be meeting at the Best Western Olympic Inn, 360 Route 12, Groton, CT; Phone 860-445-8000. They have a large banquet room, which can be divided accordingly. We will be using two of their meeting rooms, which

will hold 30 to 40 attendees. The room can be expanded to hold an additional 20 to 30.



BWOI will also provide a projector and screen, wi-fi, microphone, and podium at no additional cost. The meeting rooms are on the 2nd floor; there is an elevator easily accessible from the rear door to the parking lot.

There is plenty of parking in the rear of the building.

Our last meeting at the Groton Inn & Suites had 38 attendees; we had to use a larger room at an additional cost. While we enjoyed the best accommodations at the Groton Inn for the last two years, the rental has increased under the new owners.

You never lose. You either win or you learn.

Schedule of Upcoming Meetings

CAPA CENTRAL

Sycamore Hills Park Community Center Avon, CT 10:30 am (<http://www.aboutcapa.com/avon.htm>)

- April 18: Carol McManus — Personal Branding
- May 16: Carol Mon — Networking Tips for Authors
- June 20: Tom Campbell — Book Printing Tips to Save You Money
- July 18: Summer Picnic
- August 15: D’Vorah Lansky: Podcasting



CAPA SOUTHEAST

Location: Groton Inn & Suites 6:30 pm (Tom Santos, santostom@comcast.net; find current meeting information at <http://www.aboutcapa.com/capase.htm>)

- April 20: Topic TBA
- May 18: Topic TBA
- June 15: Topic TBA



CAPA SOUTHWEST

Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, sriles40@aol.com; find current meeting information at <http://www.aboutcapa.com/capasw.htm>)

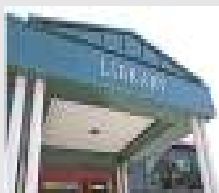
- April 13: Topic TBA
- May 11: Topic TBA
- June 8: Topic TBA



CAPA NETWORKING MEETINGS

Location: Wethersfield Public Library on the last Saturday of every month (Jason Alster, jasonalster@gmail.com)

- April 25: Networking topic TBA
- May 30: Networking topic TBA
- June 27: Networking topic TBA



CAPA's Co-op Connection

Save money as you market your books by sharing the cost of events with other CAPA members. Want to participate in one of these sales opportunities with other CAPA members? Log on to the CAPA social network (<http://authorsandpublishersct.ning.com/>).

Free Book Marketing Webinars

Brian Jud will host webinars that can help you sell more books, more profitably. These webinars are free to CAPA members and are sponsored by CAPA and APSS. Each starts at 6 p. m. Eastern Time.

If you cannot attend, a link to the recording will be posted at www.aboutcapa.com. You may also find details about future webinars there.

The next two free webinars sponsored by CAPA are :

April 2: Five Ways to Get Paid for Your Content That You Probably Never Considered, by Paulette Ensign; 6:00 pm; <http://tinyurl.com/lf7jbnm>

April 14: "Congratulations! You've written a book... Now what?," by Lisa Pelto; 6:00 pm Eastern; <http://tinyurl.com/ptwv7pp>

May

1-3	Fairfield	Dogwood Festival
2-3	Ansonia	The Connecticut Kids Closet
3	Bristol	Craft Fair Pequabuck River Duck Race
3	Woodstock	Woodstock Arts and Crafts Fair
9	Fairfield	Market on the Green Arts & Crafts
9	Windsor	Spring Arts & Crafts Fair
9-10	Milford	Milford Spring Mothers Day Arts & Crafts
16	Bethany	Locapalooza
16	Madison	Shoreline Spring Festival
16-17	Danbury	May Days Country Fair
16-17	Greenwich	31st Annual Outdoor Crafts Festival
16-17	Wilton	Cannondale Spring Craft Fest
22 - 6/14	Woodstock	Spring Collaborative

June

6	Canton	Canton Fireman's Blues & Brews
7	Naugatuck	Duck Race Festival
7	Seymour	Seymour Founders' Day
7	Shelton	Arts & Crafts Fair
13	Litchfield	Gallery on the Green
13	S Windsor	Strawberry Fest & Craft Fair
13	Unionville	Strawberry Festival & Crafts Fair
20	Cheshire	Cheshire Strawberry Festival
20	Trunbull	Summer Welcome Craft Fair
20-21	Ansonia	Midsummer Fantasy Renaissance Faire
20-21	Shelton	Soupstock
27-28	Ansonia	Midsummer Fantasy Renaissance Faire



CAPA
P. O. Box 715
Avon, CT 06001-0715