



The Authority

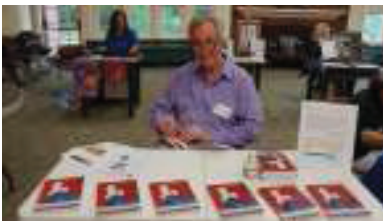
Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 21 Issue 8

August, 2014

Highlights of Our Annual Summer Picnic and Book Fair on July 19



Clockwise from Top Left: Cynthia Bercowetz, Robert Trexler, Noreen Grice, John Funchio. Photos by Debbie Kilday, CAPA President.

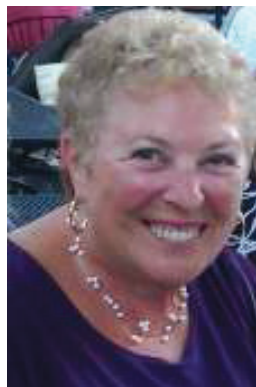
Sit in The Right Spot to Write Your Booklet By Paulette Ensign

Where do you sit (physically) when you write your booklet or promotional copy, or brainstorm how you'll market your business? While you may like quiet, too much of that can stifle your creativity. Yes, you may be chuckling or uttering something at your screen as you read that, thinking how wonderful some silence may be. In fact you might be someone who schedules retreat time on a regular or periodic basis.

Mix it up. If you typically have a lot of distractions at your home office or outside office or you're traveling a lot locally or beyond, go someplace where there are less sensory

intrusions. You'll know where that is, in another part of your home, in a conference room, at a colleague's office, at the library, to a different gate area at the airport from where your flight is leaving, someplace that's quiet or quieter.

The flip side is you may be alone a lot, and not getting anywhere near



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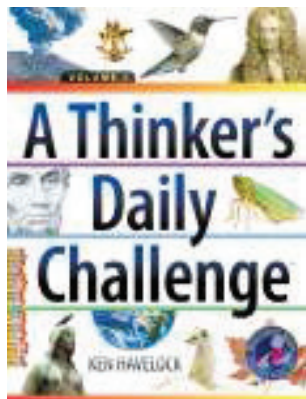
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Cover Design Strategies — George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact him at www.fostercovers.com)

Winner of the Mom's Choice Award, this book tests and informs readers of all ages. I looked inside the book seeking subjects for which I could find interesting images, and decided on eleven. To compete with all those images, the title had to be rather large in a dark color for strong contrast against a white background. A background also allows each image to stand out on its own, but the next challenge was to make them all feel unified. That's where the colored lines help. You might think adding more shapes to the cover only makes it more busy (generally true) but here, their col-

ors connect the images together. Such connection resulted in two basic elements dominating the cover: the title and the colorful activity surrounding it. These two work together nicely, in dynamic balance, to make a lively and attractive design.



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Media Tip

The most important thing, whether you're on a radio show or a television show, is to be an engaging guest. It's a performance. You have to think of yourself as an actor. You have to be an active participant.

Eric Marcus

Media training will give you relaxation, calm you down, make you understand how things operate, make it easy for you to do television. You won't be preoccupied with what is happening here or happening there. You'll be able to focus, and that's the most important thing.

Lori Dolney Levine

Article Submission

The Authority welcomes articles written by members. Here are some guidelines that we would encourage.

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 Melissa Flynn at schedulemelissa@melissaflynn.org

ARTICLES DUE BY THE 28TH OF THE MONTH

Physical Setting — By Paulette Ensign Continued from Page 1

as much done as you'd like, and not enjoying the process at all. It can be as simple as turning on the radio, or it could mean a complete change of scenery is necessary. Unless you are in a very rural area, it's probably pretty easy to find a coffee shop where you can sit for as long as you'd like, contemplating what you want to do next, as your creative juices start flowing.

ACTION: Test out several places to see what energizes you, what gives you that new perspective. Depending on your style, it may be as brief as an hour or less in a different place, or it could be a week or more. You'll know, once you notice how you feel and how much more you get done.

Focus On Your Target Readers

By Brian Jud



Focus on your target. Know potential readers and adjust your marketing strategies to more effectively reach them.

Product design. If your readers are 55+ years old, you might produce your page layout with a larger type size and more leading. And they would probably prefer printed books over ebooks.

Pricing. An affluent target may be willing to pay more for your books, so you won't have to resort to "price-off" specials. They may be more likely to travel, so you could sell to them at list price on cruise ships or airport stores (not just airport *bookstores*). A less-prosperous target might respond better to price incentives, and perhaps look for lower prices at Target or Wal-Mart.

Distribution. Know where your target readers shop or look for information on your topic. If they frequent gift shops, supermarkets, Petco or Home Depot, then have your books there. Distribute your children's books to schools, daycare centers, children's libraries, PTOs or to the home schooling segment. Sell your business books to corporate buyers or appropriate associations.

Promotion. What print and broadcast media are relevant to your target? Their age and level of education will help you choose the right medium as well as suitable vocabulary to use in your promotional material or

media appearances. Would they be more likely to respond to your APP on their iPhone or your book's cover on a T-shirt? If they shop at Costco, then conduct your in-store events there.

As the saying goes, "You'll catch more fish if you fish where the fish are." Know who your targets are, where they are, how many of them exist and why they buy. Then find creative ways to get to them. There are too many fish in the sea, so don't let the big ones get away.

Legal Matters That Matter to Writers Professor Tonya M. Evans

(Contact Tonya at
info@legalwritepublications)

The concept of fair use should not be confused with the concept of public domain. When a work is in the public domain it has no copyright protection. Therefore, the public—rather than a particular individual or entity—owns the work. A work might be in the public domain for one of four reasons:

1. The term of copyright protection has expired
2. The owner failed to fulfill a requirement and lost copyright protection
3. The work was created by the U.S. Government
4. The owner dedicated the work to the public domain

As a rule of thumb, registered works created before 1923 are now in the public domain.

A Sales Case History

By Guy Athtzehn

A local bank used a personal finance book as a business gift to new clients opening saving accounts. The promotion was geared towards high school and college graduates. The book featured information on loans, investing and saving techniques as well as information on stocks, bonds and other investment vehicles. The bank realized that an educated customer is a long term customer... and focusing on young clients insured years of good relationships. Over 7500 books were sold on short discount. How can you adapt the content of your book to help a company do the same for their customers?

CAPA

Big E Bookstore 2014

Have your books be seen by up to 100,000+ people a day while signing and selling your books. The Big E Fair in West Springfield, MA is the largest fair in the Northeast.

CAPA will be celebrating its 9th year of having a bookstore booth at the Big E Fair in the Connecticut Building on the Avenue of States. The fair runs for 17 days, Sept 12 - Sept 28, 2014.

The pre-application form can be found at the CAPA website at www.aboutcapa.com. I

Questions? Email Debbie T. Kilday, CAPA Big E Bookstore Manager, at kildaykrafts@aol.com.

Interior Design

By Dick Margulis

A picture is worth a thousand words. Maybe.

Some images are okay to use in books and others are not. There are three general criteria to consider:



1. Does the content and composition of the image add value for the reader (even if the value is purely decorative)?
2. Is the image legally available to use?
3. Is the image of a technical quality that can be successfully printed?

1. Content and composition. Some photos are valuable as historical documents. Others help illustrate and explain. Others merely brighten the reader's mood. But a few well-selected images will have more impact than a bucketful of mediocre snapshots. Professional photographers may snap anywhere from a hundred to a thousand pictures for every one they publish.

Look critically at each image. Does it include distracting or confusing elements that will be hard to crop out or eliminate some other way? (In journalism, science, and scholarly work, manipulating a photo has ethical implications; but in many fields it is perfectly acceptable to do a little touch-up in Photoshop to add clarity for the reader.) Does the composition draw the reader's attention to the most important element or away from it? Does it draw the reader's eye off the page or into it?

Sometimes you have a limited choice of images and have to make the best of what you have. One thing you can do is rotate an image that seems askew. Usually the problem is just the natural perspective when the shot was taken from the wrong place in the scene. You can improve the situation dramatically by rotating the image to make the most central vertical element, such as the corner of the room or the edge of a doorway vertical on the page.

To be continued...

Dick Margulis, editor and book designer, New Haven, CT. Contact Dick at Dick@dmargulis.com

Author and Book Platform Building

By Judith Briles

What's behind every successful book that an author creates is a *Game Plan* ... similar to a "bible" that fiction writers and screenplay writers create that will know, in-depth, what the over-all picture for the book is: the *who, what, why, where* and *how*.

Game Plans include who your cheerleaders are ... the *JV Partners*, "joint venture"—they don't take money from your sales ... they shout out to their worlds that you are the cat's meow ... that your book is the best thing since sliced bread; that your message is exactly what they need; that you and your topic is ideal for their meetings, etc. Get them on board early on, especially if they are in the meeting planning arena. It could be the perfect kick-off for your book. Attendees buy books, lots.

The ABCs of the Editing Process: Pitfalls and Successes of Writing a Novel, By Roberta Buland



Have you ever found a gem of a book at a tag sale? A book you've never heard of by a famous, respected author? My latest "find" is by James A Michener, known for his detailed, spell-binding tales of Hawaii, Japan, the United States, and other places. However, while I have heard and read his works before, the front-cover blurb of *The Novel* hooked me: "A good old-fashioned, sink-your-teeth-into-it story.... Suspenseful," *The Philadelphia Inquirer*.

The contents' divisions indicate a must read: The Writer, The Editor, The Critic, and The Reader.

A novel as research

What could be a better choice for research? I thought. I began to read it almost as soon as I arrived home. The *Inquirer* was right-on from sentence one! As one critic wrote, Michener, "the renowned chronicler of epic history turns his extraordinary imagination to a world he knew better than anyone: the world of books. Lukas Yoder, a novelist who has enjoyed a ... successful career has finished what he believes to be his final work. Then a tragedy strikes...."

Not only does Michener know his genre, but he also knows how to make a book come alive! *The Novel* fulfills writers' expectations: suspense, thrills, mystery, family dysfunction, and more.

As I continued reading, I began to highlight parts that I especially enjoyed and would be helpful to writers. Even if writers use a similar pattern in their own writing, Michener reinforces it to the point that it seems absolutely necessary to follow the pattern.

Vetting one's writing

For example, when Lukas finishes *The Novel*, he immediately takes it for vetting to Herman, his expert on Pennsylvania Dutch living. What the expert deems untrue and/or disrespectful of the people is deleted or changed. This step is objective and personal at once.

Herman asks, "Do you think your readers are interested in that much ecology? They're expecting a novel, you know." The ensuing discussion is fabulous!

When Yoder meets his editor in New York, she validates him. "Frankly, Mr. Yoder, I feared it would die unnoticed," she says of his newest and last novel in the series. "I'm simply overjoyed that Europe is discovering it." By being recognized abroad, his success is guaranteed. Good marketing!

Not a successful beginner

Yoder did not begin as a success. The book flashes back to the tough times at the beginning of his career while his wife worked to support

him. The first novels sunk to the lowest depths, but his editor had faith in his storytelling and great writing, and she persevered. The original agents realized a combined commission of less than \$500 in royalties from his earlier works. With his new agent, Yoder is in the \$1,000,000 category by his eighth novel.

The underlying messages imparted to writers almost seem like the "10 Commandments of Publishing." One might be, "It was not only more sensible but also more profitable to allow the writer to worry about the quality of his manuscript, and the agent to worry about getting a just price for it."

The in-house editor says to him, "Oh, edit it—as always. I marked some frightful grammatical errors. But the main thrust? Let it stand." A second commandment might be, "When a writer believes in his story, no one has the right to interfere with his belief."

See if you can ferret out other "commandments." Let me know what you find.

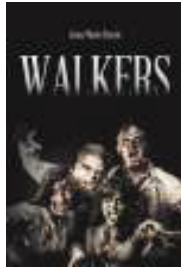
Comments? Questions or topics you want to see in future columns? Email rjbuland@comcast.net

Roberta J. Buland is the Owner-Editor 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. She welcomes questions about any aspect of editing, writing and publishing.

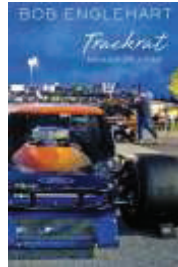
CAPA Members Celebrating Success

Lois Mathieu's *The Next To Last Drink* and *Debut, Song For My Birth Mother* audio books can be ordered on Amazon, Audible, and iTunes. Listen to samples.

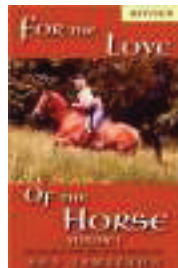
Great news!! Jean Marie Rusin's new novel was published on July 18, 2014. The novel title is *Walkers* It is available at Amazon. Com and Barnes and Noble.com and Author house. Com. Genre is fiction / horror.



Bob Englehart is having a launch party for his book "Trackrat: Memoir of a Fan" at Hartford Public Library, Thursday Aug. 14 from 5:30 to 8 p.m. He'll be signing and selling his book at R.J. Julia Tuesday Aug. 19 at 7 p.m. and will be having a special program at Mark Twain House and Museum featuring racecar drivers in a panel discussion of short track racing Tuesday Sept. 16 at 7 p.m. Look for the racecars parked on the grounds. Check the websites for details. CAPA members are cordially invited to each event.



Ann Jamieson: All three of my ebooks (*For the Love of the Horse, Volumes I-III*) were in the top 100 of their category (Equestrian) this month!



Bill Rockwell will be giving away 10 copies of my new novel, *Heaven's Conflict, The Rise and Fall of Angels* via GoodReads.com giveaway program. The contest runs for all of August and September. GoodReads.com will choose the winners who will receive free copies of the novel by mail.

Unblocking Writer's Block

By Jeff Davidson MBA, CMC

Writer's block hangs heavy over the heads of many career professionals. If writer's block is a problem for you, the following suggestions may help you to get started:

Outline Your Ideas

Producing a one-page outline, or writing as little as ten key words on a page, can guide me through the preparation and completion of an article. Devote a block of time to simply preparing article outlines or chronological sequences that can later serve as a useful tool when you're ready to write the full-blown article.

Novelist John Grisham once told me that the outlines for his books are highly detailed. Once he actually starts writing, however, his job is easy because he has a wonderful guide the whole time.



Visualize Yourself as a "Published Author"

Imagine how the phrase, "a published author" will look on your resume, brochure, or Website. By visualizing the rewards of writing and getting your article published, you can break out of the chains that hold you back and get started on an article that you can finish today.

Clear Your Workspace

Get rid of everything except what's needed to write your article. People often have trouble writing because their desk or workspace is a mess and not conducive to creativity. Recognize that during the time you're preparing an article you need to tune out distractions. Working on a clear surface is an effective way to do this.

Write for a Few Minutes

And see what happens. Forget all the excuses. Set an alarm for 5 minutes, sit down, and start writing. Often you'll find that you don't want to stop after a few minutes. Getting started is the key obstacle to writing productively. If you can master this "few-minute technique," you'll develop a habit that will blast the term "writer's block" out of your vocabulary.

This technique is so effective that even if you can't complete the article at the initial sitting, you'll finish faster and more easily than you would have otherwise.

7 Mistakes Self-Publishers Make – and How to Avoid Them

By Denise Hamilton

The decision to self-publish a book is very exciting! It causes the creative juices to flow and the eyes to light up. But wait – before you begin the self-publishing process, know about the seven most common mistakes that self-publishers make, avoid them and fast-track yourself to success. Here they are:

1. Not knowing why you are writing a book. Each goal has different implications for your business plan. Know why you are writing and

know that if creating a bestseller is your goal, you can achieve it.

2. Not treating self-publishing as a business. You are not just a writer, you are about to become a publisher who wants to produce a profitable book.
3. Not writing a business plan. Being aware of the business aspect of self-publishing is not an end in itself – you need to formally write your plan.
4. Not planning for publicity and marketing. It's one thing to produce the book – now you have to SELL it!
5. Not writing about a subject that you know well. Writing the book will establish you as an expert in your field.
6. Not knowing who will buy your

book. Research and know who will actually WANT your book and market, market to them. They will buy!

7. Not looking for non-bookstore markets because of the fear of large discounts. This is a great market – sales made are guaranteed sales not consignment sales. The books you sell are actually SOLD

Think how much more pleasant a journey is if you know which fork in the road will lead you to smooth driving and which fork in the road will lead you through potholes. Knowing about mistakes before you print will make your publishing career fun and profitable.

Schedule of Upcoming Meetings

CAPA CENTRAL

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

August 16: Presenter TBA
September 20: Topic TBA
October 18: Topic TBA
November 15: Topic TBA



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>)

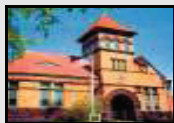
August 18: Summer Picnic — Ron Janson's home, South Lyme, CT
September 15: Groton Inn & Suites
October 20 Groton Inn & Suites
November 17: Groton Inn & Suites



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>)

August: Date and topic TBA
September: Date and topic TBA
October: Date and topic TBA



CAPA BOOK-NETWORKING MEETINGS

Location: Wethersfield Public Library, (Jason Alster, jasonalster@gmail.com)

August: Date and topic TBA
September: Date and topic TBA
October: Date and topic TBA



CAPA NORTHEAST

Location: Mansfield Public Library, 54 Warrenville Rd. (Rte. 89) Mansfield Center 6:30 pm (Daniel Blanchard, Dan007blanchard@gmail.com; <http://www.aboutcapa.com/capane.htm>)

August 13: Bill Corbett (expert on speaking)
Sept 10: Julia Pistell (from Mark Twain House)
October 15: 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/>).

September

| | | |
|-------|-----------|--|
| 4-7 | Hebron | Artisan & Craft Show @ Hebron Harvest Fair |
| 5-7 | Bethlehem | Bethlehem Fair |
| 6 | Hamden | Folk Festival and Green Expo |
| 6-7 | Suffield | Suffield On The Green & Craft Fair |
| 13 | Hartford | Levas Gospel Festival and Fair |
| 13 | Shelton | 3rd Annual Shepherd Fair |
| 13-14 | Newtown | The Newtown Arts Festival |
| 13-14 | Simsbury | Arts & Crafts Festival |
| 14 | Trumbull | 36th Annual Trumbull Arts Festival |
| 20-21 | Avon | Avon Fall Arts & Craft Show |
| 21 | Seymour | Seymour Pumpkin Festival |
| 25-28 | Durham | The Durham Fair |
| 27 | Hartford | Pipes in the Valley - A Celtic Festival |

October

| | | |
|-----|-----------|---|
| 3-5 | Berlin | Berlin Lions Agricultural Fair |
| 3-5 | Hartford | Hartford Home Show |
| 4 | Branford | The Apple Festival W/Crafters 12th Annual |
| 5 | Shelton | Shelton Day Festival |
| 11 | Groton | Groton Fall Festival |
| 11 | Windsor | Fall Arts & Crafts Fair 23rd |
| 11 | Bethlehem | CT Garlic & Harvest Festival |
| 18 | Wolcott | Arts & Crafts Fair 31st |
| 26 | Shelton | Shelton Autumn Craft Festival |
| 21 | New Haven | Celebration of American Crafts 46th |



CAPA
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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 free CAPA webinars are:
August 7: How to Catapult Your Brand (or Yourself) Into a Starring Role!" by Tsufit Register at <http://tinyurl.com/n562j7c>

August 21: Part One of a three-part series on special-sales marketing, by Brian Jud: "How to Find Potential Buyers in Non-Bookstore Markets." Register at <http://tinyurl.com/kmt5x2s>

The APSS 2014 Sales Conference will be held on October 24—25 at the Embassy Suites Hotel, Philadelphia airport. Take advantage of the Early Bird Special. For more information, please visit <http://tinyurl.com/kxucber>