



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 20 Issue 12

December, 2013

## The December 21 meeting is Our Annual Holiday Party

Everyone is invited to come and relax with your fellow authors and future writers, chat about your writing and network with those who are building a career in the book business. CAPA will provide sandwiches and soft drinks. You are invited to bring a dish to share, too.

Sycamore Hills Community Center  
635 West Avon Road, Avon, CT  
10:30 am – 12:30 pm  
Saturday, Dec. 21

Photos by Deb Kilday



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## Meet A Member: Gerri Brousseau By Will Dunlop

A former English major from CCSU, Gerri Brousseau has been writing for as long as she can remember. Growing up in Waterbury, she would spend her summers writing stories, and she often presented original plays with the neighboring girls to an audience of their parents. She also edited her high school's paper.

Later, Gerri worked in the legal field and wrote trial briefs. As an adult, after reading a book a week during her train commute to her job, she had a strange dream about a dream catcher that inspired her to write her first book.

Gerri currently works as an adminis-

trative assistant to a local company's president, but she's found the time to write three romance novels: *A Pirate's Ransom*, a swashbuckling pirate tale; *According to Legend*, a time travel romance; and *To Kill a Monarch*, an intrigue romance that is "like 007 in 1811."

Writing in the historical romance genre, Gerri says that she loves



## Contributors

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Jean Marie Rusin  
Tom Santos

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### Cover Design Strategies — 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>)

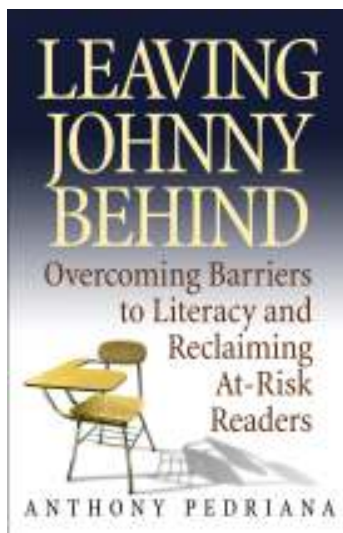
### Media Tips for Selling More Books On the Air

*I was told that the only way you could talk to everybody in America was to get on all the big talk shows. But all the big talk shows never heard of Wayne Dyer. So there's another way to talk to everybody in America and that's to go to everybody in America. Go on every little radio show in every town across the country. Most of them, like AM Columbus and Good Morning Jacksonville, if you've got a new avocado dip they'll put you on. Take the books with you. Just do it, and don't tell yourself, "I've got to struggle."*

Dr. Wayne Dyer, author of *Your Erroneous Zones*, *The Sky's the Limit*, and *Real Magic*

### In Leaving Johnny Behind by Anthony Pedriana

The task was to create a feeling of abandonment and convey the author's concept that many children are not adequately served by today's educational system. The school desk was an obvious icon for education. The empty desk signifies that "something's missing" in the system. We added the shadow and placed it in a void to further support the concept.



### CAPA Board of Directors

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### 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](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Melissa Flynn at [schedulemelissa@melissaflynn.org](mailto:schedulemelissa@melissaflynn.org)

**ARTICLES DUE BY THE 28TH  
OF THE MONTH**

## Meet a Member: Gerri Brousseau Continued from Page 1

“creating a world of [her] own imagination, characters you can relate to and an action-filled page turner.” In a word, everything. Similarly, she says she enjoys everything about the writing process, from research to editing. Her current project is a sequel to *A Pirate’s Ransom*.

Gerri believes the next step in her career should be obtaining an agent, so she would appreciate any relevant advice from CAPA. Her CAPA experience so far has been “very positive,” allowing her to make new friends, and she hopes to learn more about the craft of writing. It was “great fun,” she says, participating in the Big-E book signing.

Lest you think all of Gerri's time is spent in contemplative pursuits, free-falling out of airplanes has given her a whole new meaning to the word "adventure." A former skydiver who chose to retire from the sport, Gerri assures us that free-falling is totally exhilarating and one of the most amazing and thrilling experiences anyone can have. Her energy and zest for life is found in the imaginative and page-turning adventures she writes.

After several years living on the west coast, Gerri has returned to the state where she was born and raised. She lives here in Connecticut with her two pugs, Mimi and Milo, and two cats, Louise and Harry.

For more information about Gerri Brousseau, visit her website at [www.gerribrousseau.com](http://www.gerribrousseau.com).

## Zen and the Art of Revision By Adele Annesi



Most writers know that when they revise their stories, they should set the work aside, read it aloud, and read it in various venues and formats. What many don't know is how to revise to theme.

A great way to learn this finer point of revision is to take one paragraph and tinker with it until you get the style, tone, voice and language you're looking for, based on what the work is about. Here's an example.

Read each of these sentences:

He'd been gone a while, but I could feel his presence as I could feel it every autumn, when leaves turn and apple-picking season begins.

I hadn't seen John in a year, but as I walked the trail of autumn leaves in the woods behind the house, I could smell the damp wool of the jacket he wore whenever we picked apples.

Standing in the copse of rock maples by the pond, I could smell the leaf mold like the damp wool of

John's jacket when last we picked apples.

Each sentence has its own tone, style, and level of detail. The first sets a mood often found at the start of a story where the view of the characters is distant. A story that starts this way may not be about missing the person who's gone, but what he represented. The second sentence is more intimate. We know the man's name, how long he's been gone, where he picked apples and what he wore. A story that begins this way may be mostly about John. The third sentence has a somber tone. We know the season, the man's name and what he wore, but given the poetic turn of the last phrase, John may have met a sad fate, and the story may focus on that.

Writers are often advised to finish their first draft as quickly as possible because they're still telling themselves the story. In draft two, the writer is farther along, and if she takes time with the revision, especially at the start, she'll learn what the story is really about—the theme. If she keeps this in mind, she'll know how to revise the story: what details to add and leave out, and how to select the words, especially the descriptive phrases.

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## CAPA-U 2014 is Coming

It's not too early to start thinking about CAPA-U 2014! Brochure and registration forms are at [www.aboutcapa.com](http://www.aboutcapa.com).

Save the date: May 10, 2014



## E-Publishing Is Here to Stay

By Beth Bruno

It happened to me the first time about three years ago.

One of the authors whose manuscript I edited sent me an ebullient email message

that her book had been published. I congratulated her and asked for an autographed copy.

“Sorry”, she wrote back, “but it’s only available for Kindle and Nook. I published it electronically, not in print.”

She had not even made her novel available in POD (print on demand). I was stunned. I enjoy the collection of signed books I’ve edited as much as athletes enjoy their trophy displays.

As it turns out, this author was a trendsetter. During the years since she broke new ground, along with other exclusively e-published authors, Borders closed its doors. While Barnes and Noble struggles to boost its bottom line, independent bookstores are closing, and libraries are opening without housing a single book!

Electronic publishing is here to stay. Authors are learning to market their works via social media websites and enjoying much more favorable royalty percentages than print publishing could ever offer. At last, the creator is at the top of the publishing food chain instead of at the bottom. How refreshing!

Many of the writers with whom I collaborate on polishing their work are learning, as am I, how to navigate the new world of electronic publishing—from finding editors, agents, and e-publishers to employing cover de-



signers and formatting experts to upload their finished manuscripts onto e-publishing websites. Marketing venues such as Facebook, Twitter, YouTube, GoodReads, Smashwords, LinkedIn and Amazon are rapidly replacing the “middle men” in traditional marketing and publishing, all of whom take their piece of the profit pie.

Cyberspace is a fascinating and friendly place for writers, and readers are eager to appreciate and pay for their talents.

When your book manuscript is edited and ready to introduce to readers, consider rolling it out as an e-book. It’s an exciting process that gives new meaning to the announcement: “Roll the presses!”

To contact Beth Bruno, freelance book editor, email: [bethbruno@comcast.net](mailto:bethbruno@comcast.net) or call: 203-790-1114

## Letting the Gatekeepers Off the Hook

Leesa Freeman, Novelist

I read a blog post the other day by Rachelle Gardner that made me think about agents differently. In it, she points out that agents aren't the evil trolls of the publishing world, keeping really

good authors out while only letting a handful in. (I'm paraphrasing here.) And it isn't that I necessarily thought that, either, but it is pretty easy to get discouraged after getting your third rejection that week. Or when hearing *The Help* was rejected 60 times! *Chicken Soup for the Soul* **one hun-**



**dred forty-four times!**

It's easy to ask who the hell is in charge here and assume the entire system is either fundamentally flawed or someone is asleep at the control panel. Especially when you pick up some of the worthless drivel that *is* published!

But... I have chosen to look at it a different way.

I believe what I write is good. The next great American novel good? No. But I've had enough people say that what I write touched them, or inspired them, or spoke to them that I have to believe I am doing something right. And in any case, I have no choice but to *be* a writer. It's what turns me on, gets me moving, and keeps me sane. Writing chose me, and I'm not going to reject a gift like that, no matter what else happens. I'm also choosing to believe that because my writing is a little outside the box, a little quirky, and a little (dare I say it?) special, I need an agent who's a little outside the box, a little quirky, and a little special. I need someone who can look at my baby with (almost) as much love as I do, and see the inherent worthiness in it.

I *have* to believe that, because what else am I going to believe? There's a whole group of pencil-skirted, power-tie wearing agents conspiring in New York to keep me out? I doubt it.

Instead, I chose to let the "gatekeepers" off the hook and believe that as long as I keep doing what I know I'm good at, keep searching for that one special person who can will get as excited about my book as I am, and not lose hope, I will succeed. And all the people who say no are simply getting out of the way so I can find that agent. And I thank them for it.

## The ABCs of the Editing Process: Creating New Words

By Roberta Buland



Perhaps the newest word in English arrived last month. *Thanksgivingukkah*,” is formed from Thanksgiving and Chanukkah. It came into being when it was realized that the first day of the Jewish holiday, Chanukkah, coincided with one of the most celebrated American holidays, Thanksgiving. While by now both holidays are history for 2013, it is a word that is probably history also, mainly because it is believed that this coincidence won’t occur again for thousands of years.

### Chrismukkah

Related to the above is “*Chrismukkah*,” a pop-culture new word. In the case of *Chrismukkah*, it combines Christmas with Judaism’s Chanukah. It was popularized by a television drama wherein a character created the holiday to signify his upbringing in an interfaith household with a Jewish father and Protestant mother. It has also been adopted by some Jewish households that celebrate Christmas as a secular holiday. *Chrismukkah* has also been described as a faux holiday that the retail industry uses to capitalize on the season (no pun intended).

Silly money refers to a ridiculously large amount of money, often spent on Christmas. It may be used in the sentence: “*I do wish people would spend time planning their marriage rather than spending silly money on their wedding day, an apt conclusion considering the high divorce rate.*”

*If they do spend such huge amounts, how much will be left for the “vacay” or honeymoon. To use vacay in context, consider, “I’m in France right now on vacay,” the bride said as the couple jetted off to a romantic getaway spot. While there, she may say to her newest husband, “I want some of that ‘merch,’” short for merchandise at bargain prices.*

### iOS

*No new words list is complete without a computer term. Consider “iOS,” a unique way of using an initial lower case letter before two capitals. iOS is an operating system used for mobile devices manufactured by Apple Inc. Both the iPod touch and the iPad are iOS devices.*

*Related to computers is the new verb “refollow,” to start following a person, group, or organization on a social media website or application for a second or further time. A sentence illustrating the use of the word is “My Twitter page got hacked—can you refollow me?”*

### Frack and Fracked

*No doubt you’ve heard of frick and frack, but did you know that “frack” accompanied by an object is a verb? It means to inject liquid into a subterranean rock formation, borehole, etc., at high pressure so as*

to force open existing fissures and extract oil or gas. For example, *millions of gallons of water are needed to successfully frack a single well. A gas company may want to frack his land and the land around it.* It can also be used as an adjective: “*The pipeline currently brings “fracked” gas to Connecticut from Texas.*”

One of my favorite new words is “house-made,” or made or produced by the establishment in which it is sold rather than having obtained it from an external supplier. It is commonly used in regard to food or drink.

Sports team owners might not like to see “gene doping,” a noun. It is the transfer of genes or genetically modified cells into an individual as a potential method for illicitly enhancing athletic performance. Gene doping is a *big challenge to fair play in sports.*

There are also many other new words that came into being or were popularized in 2013, some of which can be easily defined in context, others that may be more challenging to understand. Surfing the web at times may help writers to find new synonyms or uses for old words that could make one’s writing more interesting.

Comments? Contact me at [rjbuland@comcast.net](mailto:rjbuland@comcast.net)

*Roberta J. Buland is the owner-editor of RIGHTWORDS UNLIMITED, a full service editorial and publishing services firm in West Hartford. She is a past president of CAPA and may also be reached at 860-308-2550.*

## CAPA Members Celebrating Success

Felix Giordano's *Montana Harvest*, the first in a series of mystery/suspense novels about a Native American sheriff in Western Montana is available on Amazon.com in both Kindle and paperback editions.

Ann Jamieson writes: My book, *For the Love of the Horse, Volume IV*, just got accepted to be sold in the Fred Meyer stores, an Alaskan chain of department stores!

Jason Alster will be giving an art / author talk on decoding some of the mystery around the art compositions of John Singer Sargent's paintings like *Madame X* and *The Daughter's of Edward Darley De Boit* at the Simsbury Library, Tuesday, January 21, 1:00-2:30. See [www.jasonalster.com](http://www.jasonalster.com) for more info.

Jean Rusin's new book *Eye of Tiger Roar* is about two people taking a safari to Africa and getting stranded in the jungle. They need to ration their food and water, they don't know if they will make it alive and they run into tigers, lions, cheetahs, poachers, and traffickers that sell to the highest bidder and much more. An adventure and thriller novel.

Joyce Boncal recently completed three book trailers for CAPA member Patricia Roach. Pat's talent for writing fiction for 'tweens (*The Trilogy Series- The Red Mist, Cast In Stone, and Shadow of Fear*) coupled with my dramatic flair for video production was a perfect match.

MJ Allaire won Mom's Choice Silver Award for *Into Thin Air* on November 20th.

Grandmother and grandson team Dolores and Colin Lawler published a tale of Sally, a sweet, adventurous seven-year-old who finds herself in a slightly mysterious ship. A children's book that educates and entertains at the same time. The truth is that children love silly, they love sound, surprise, creative imageries, and adore celebrating small creatures that are rescued. Sally's voyage on the seven seas provides drama that children can live within Dolores Lawler's words and Colin Lawler's beautiful illustrations.

## How to Pull Together a Great Book in One Week or Less

By Nancy Butler

After writing my first book, *Above All Else, Success in Life and Business*, I said I would not write another. I found the task to be too time-consuming and more of a challenge than I was willing to tackle again.



As a national professional speaker and business coach, I realized that I already had the written material I needed to produce a great book. Although I have been a coach for many different kinds of businesses for over 25 years, one specific group lately has been Realtors. I realized I could help Realtors be more successful by pulling together the power point presentations, the business plan and other material I had already written and was using to coach them, to write a great book. The book would also have a link to my website to enable them to download the business plan shell and other tools for their personal and business use.

In less than one week, I now have a book that is over one hundred pages that includes topics such as strategies for marketing, client service, how to "stand out as the Realtor of choice", organizing the business, social media, media relations, staffing, and so much more.

I expect my new book, *A Realtor's Guide to Success*, to be in print before the end of this year.

Lessons learned: Never say never, and remain open to change.

Nancy D. Butler  
Above All Else, Success in Life and Business®  
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[nbutler@abovealldelse.org](mailto:nbutler@abovealldelse.org)

## December Top Ten List

**Ten Ways to Improve Your Creativity, Decision Making and Multi-tasking** (From *Your Brain at Work*, *Harvard Business Review*, July –August 2013)

1. Having unfocused free time is an important factor in breakthrough innovations
2. Meditation is an effective way of detaching
3. Less stringent goals may help you respond more positively
4. Overly precise goals often engender myopic responses
5. Focus on the task, not on the outcome -- intrinsically interesting work stimulates creativity
6. Money is a more expensive and less efficient incentive for employees to be more creative or make better decisions
7. Trust your gut feelings – can help to bypass complex and laborious analysis
8. Complete immersion in a current task may be as bad as complete daydreaming – it may keep you from recognizing potentially useful environmental changes
9. Limit the number so simultaneous strategic initiatives you undertake (don't multi-task)
10. Spending too much time on emails, texts, tweets, phone calls, etc is mentally fatiguing and impairs creative thinking

## Schedule of Upcoming Meetings

### CAPA CENTRAL



**Sycamore Hills Park Community Center Avon, CT 10:30 am** (<http://www.aboutcapa.com/avon.htm>)  
 December 21 – Annual Holiday Party  
 January 18 — presenter TBA  
 February 15 — presenter TBA

### CAPA SOUTHEAST



**Location: Member's home — TBA 6:30 pm** (Tom Santos, [santostom@comcast.net](mailto:santostom@comcast.net); find current meeting information at <http://www.aboutcapa.com/capase.htm>)  
 December 16 – Annual Christmas Party  
 January – Date and presenter TBA

### CAPA SOUTHWEST



**Location: Plumb Memorial Library, Shelton. 6:30 pm** (Steve Reilly, [sriles40@aol.com](mailto:sriles40@aol.com); find current meeting information at <http://www.aboutcapa.com/capasw.htm>)  
 December – Date and presenter TBA  
 January – Date and presenter TBA

### CAPA BOOK-NETWORKING MEETINGS



**Location: Wethersfield Public Library, 10:00 am – Noon** (Jason Alster, [jasonalster@gmail.com](mailto:jasonalster@gmail.com))  
 December – Date and presenter TBA  
 January – Date and presenter TBA

### CAPA NORTHEAST



**Location: Mansfield Public Library, 54 Warrenville Rd. (Rte. 89) Mansfield Center 6:30 pm** (Daniel Blanchard, [Dan007blanchard@gmail.com](mailto:Dan007blanchard@gmail.com); <http://www.aboutcapa.com/capane.htm>)  
 December 11: Amy Collins — non-bookstore distribution — retail  
 January 15: Brian Jud — non-bookstore distribution — non-retail  
 February 12: Open House/Anniversary



## 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/>).

### January

- 4-5 Hartford Bridal Expo 29th Annual  
24-26 Hartford Hartford Spring Home Show

### February

- 1-2 Hartford Big Y Kids Fair 10th Annual  
8 Bristol The Bristol Chocolate Expo  
14-16 Hartford Spring Home Show 19th Annual  
14-16 Hartford NE Fishing & Hunting Expo  
20-23 Hartford Flower & Garden Show  
22-23 Bristol Bristol Home & Business Expo  
22-23 Bristol 29th Annual Home & Business  
28 Groton Croptopia Getaways 11th  
28 Hartford Home and Remodeling Show  
28 Hartford Orig. Home & Remodeling Show

### March

- 14 Norwalk Sassy Ladies Shopping Night Out  
14-16 New London 33rd Annual Home Show  
23-24 Danbury Western New England Home Show  
29 Danbury Spring Fling Craft Show

## 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](http://www.aboutcapa.com). You may also find details about future webinars there.

Demystifying Subsidiary and Foreign Rights, by Cynthia Frank; December 12, 6:00 pm ET; Register at <http://tinyurl.com/lq6swzh>

In this teleseminar, Cynthia Frank will provide an overview of subsidiary and translation rights and guide you through the steps needed to handle your own rights outreach and negotiations.



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