



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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The Program at the December 20 CAPA Meeting is our Annual Holiday Party

Everyone is invited to come and relax with your family, 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. 20

Photos by Deb Kilday



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Meet A Member — Dennis Schleicher By Jason Mark Alster, M.Sc

Meet Dennis Schleicher, the Chairman of our Publicity Committee.

Actually, it is an unusual feeling to write about the person who is now in charge of publicity. However, that is exactly why I wanted to write about Dennis. I previously held that chair, and maybe I could learn something new from Dennis.

Wow, was I surprised. Dennis is an expert in publicity. The first thing I learned was that Dennis published a book, *Forbidden Love With A Married Man*, that made it to the top of the Amazon.com best seller list. He also appeared on several talk shows, including “Larry King Live” and “Sally Jessy Raphael.” I wanted to learn more.

Well, Dennis, it turns out, is not new to CAPA. He joined us in 2006 when Barbara Jay Nicholson was an original founding member.

She referred Dennis to CAPA member Roberta Buland, a professional editor. Roberta was doing a great job of telling people about CAPA-U, and Dennis went there to find an agent for his new book. Well, as serendipity has it, he met a literary agent. However this was not his assigned agent, but, rather, someone he sat next to while having lunch,



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Contributors

Jason Mark Alster
Judith Appelbaum
Jim Bohannon
Roberta Buland
George Foster
Christopher Gallo
David Garnes
Frances Gilbert
Felix Giordano
Brad Hurtado
Florence Janovic
Brian Jud
Debbie Kilday
Scott Lorenz
Jan Mann
Kathy Orzech
Tom Santos
Dennis Schleicher
Douglass Seaver
Dan Uitti

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 george@fostercovers.com)

BEFORE: The book is a guide to habits that help you maintain health and live longer but this looks like a brochure in your dentist's office. The author looks great, but the white coat and toothbrush are too literal when combined with the title. Did I mention the background color evokes dingy teeth? This impairs the book's meaning -- and appeal.

AFTER: The overall color scheme is fresh and clean. The book's promise ("Stay Young") is now emphasized in bold red type, centered and framed by a bright sunflower. Notice the flower, toward the center, starts to

glow like the sun. This increases its energy. Viewers respond more positively without knowing exactly why. This is the power of metaphor. Further, the flower's petals exceed the border, increasing the feeling of depth and moving the image closer to you. This kinetic quality is appropriate here.



Media Tips

A good show for the audience is to have an interesting guest, a guest who has a passion for whatever he or she is talking about. The most important thing is that the guest be able to communicate, to speak in a way that attracts the audience's attention without a lot of jargon.

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)

You have to package yourself into the time you have available. If you have one hour on a radio show, there's plenty of time. But if you've got three minutes on a national show, in a short amount of time, you have to hit the ball out of the park.

(Brad Hurtado, former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*)

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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

**Jason Alster —
Continued from Page 1**

Regina Brooks. He had his manuscript ready and she took it with her. The rest is history. Some questions I asked Dennis:

***Did you have a query letter for the agent?**

DS: "No. We just met and chatted (networked). Truth is funnier than fiction. The manuscript was already in a professional state when I went to CAPA-U."

***Were you an author before this successful book?**

DS: "No – that is why I went to CAPA and CAPA-U."

***Why did you author your book?**

DS: "It was actually my diary. It was a form of therapy. When I showed it to friends they said it was enchanting. They wanted to read more – it is timely, and a good book."

***Why and how did your book become an Amazon.com best seller?**

DS: "It was a very timely topic, a 'first' at the time it came out. There was a lot of press about this topic about this time and the book was the first of its kind, even ahead of its time. Through blogging and social networking I was able to ride an emerging trend."

***Are you planning to write another book?**

DS: "Yes – I would like to write a book on aromatherapy, as I use aromatic oils in different shampoo blends."

***Dennis- how do you see your role as publicity chair member for CAPA?**

DS: "I am now a master networker and help people maintain financial freedom through networking and social media. I can bring this experience to CAPA. I help authors with social media coaching. I enjoy working with authors. I feel like an author now because I went through the process and because now I know how much work and passion goes into it. I was on Brian Jud's show, *The Authority*, with advice on how to get to use social media to market your book, and I was a speaker for several years at later CAPA-U's teaching about marketing books through Amazon.com and the need to make sure you get reviews."

***Did you contact the TV networks or did they contact you? Did your**

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**What Authors can Learn
from The Promotion of
Anchorman II, Starring
Will Ferrell as
Ron Burgundy
By Scott Lorenz**

"Anchorman II: The Legend Continues" is the highly anticipated, long overdue sequel to 2004's "Anchorman: The Legend of Ron Burgundy". The first film quickly became a cult classic with its quippy one-liners and hilarious cast. The sequel premiered December 18. Leading up to the movie's release,



the "Anchorman" team took promoting the film to another level. Ron Burgundy was EVERYWHERE. In the year and a half following the announcement of the sequel, there was a museum exhibit, a book, a Ben and Jerry's ice cream, a new brand of Scotch, TV commercials for the Dodge Durango, an iPhone app, TV cameos, viral videos, a website chock-full of GIFs; a college was even renamed after Mr. Burgundy.

So in the marketing and promotional spirit of Ron Burgundy here are some tips authors can use in the promotion of their own books.

1. Don't hesitate doing a small town, small market local news show, as it might have national implications. 'Ron Burgundy' made a guest appearance on a local news program somewhere in small town North Dakota. The clip was so funny it was shown on news casts on all networks all over the USA. I've seen author interviews on local news picked up by the national affiliates of FOX, CBS, NBC and ABC and shown across their syndicated network. In fact, many stories are put up 'on the satellite' so other affiliates can grab them and run the story. Sometimes those stories are localized by adding a local twist. Furthermore, the national news desks have people in the news room whose job it is to push and promote those stories to other national affiliates. Contact your local news outlet for an interview and don't hesitate to travel to a small market for one.
2. Write your own testimonial. In his book *Let Me Off at The Top*

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'Ron Burgundy' put his own blurb right on the cover: "This is One Hell of a Book!" Most authors agree their book is "One Hell of a Book," but it's rather self-serving. So who can say that FOR you? Find that person and get that testimonial. I'll often ask an author, "If you could get anybody to blurb your book who would it be?" Make a list of your top ten. Then, if it's in the realm of possibility, go out and get it.

3. Be willing to travel all over the country. 'Ron Burgundy' went from North Dakota to Connecticut, to Los Angeles and New York. Obviously, travel costs money but so does **obscurity**. If nobody knows about your book, what was the point in writing it? Your book is a 'start-up'; spend time and money to promote it. Get your name and your work out there and as far out there as possible. Don't settle for "hometown press" with the headline "local man/woman publishes book" story. Take your work and promote yourself across the country. Look to special events like book festivals across the nation that you can tie to your book.
4. Target internationally. "Comedy is very subject to local and cultural sensibilities," Andrew Runyon, Paramount's Vice President of interactive marketing points out. "It requires a little bit more customization." In order to be equally relevant and funny in America as well as abroad, Will Ferrell created some videos for markets in the U.K., Ireland, and Australia. How can an author do this? Delve deep into the messages, themes, and characters of your book. Think about different cul-

tures and how they might perceive your work. Make your book appeal to different nationalities. Show them why your book is as relevant in America as it is in Italy or England. YouTube goes worldwide, so does your Pinterest page, and so do most press releases. I get phone calls and inquiries from all over the world requesting my authors conduct interviews. If you are not trying to get attention worldwide, it won't happen by itself.

5. Ron Burgundy clips are shown on local newscasts. Context is key. "Part of the reason these clips work so well is that it's placing Ron Burgundy in a modern context, something that adds a fish-out-of-water element to his already goofy charm," says Drew Taylor of indiewire.com. Ron Burgundy found his niche in broadcast journalism. Think about where your book fits in best. A restaurant chef protagonist might sell well in Sur La Table or Williams Sonoma. A murder mystery book might gain press at a murder mystery-themed weekend getaway. A lifestyle book may be picked up in a the bookstore of a hotel that's renowned for team-building activities or company retreats.
6. Stir up a little competition with your readers. AdWeek.com's Christopher Heine explains: "Working with Zemoga, Paramount is employing a social media-styled casting call. The talent show-like initiative, 'Join Ron's News Crew,' asks people from around the world to audition for the positions of anchor (#TeamRon), meteorologist (#TeamBrick), sportscaster (#TeamChamp) and live reporter

(#TeamBrian)." The people auditioning will post their videos online and hashtag which team they're on. Start your own social media competition. Encourage fans to submit videos, GIFs, artwork, or stories to win a competition of your choosing. Your fans could create the cover art or choose an alternate ending. They could win a day in the life of your lead character or be chosen to have a private lunch with you, the author.

7. Think big, but also think small. The Anchorman II promotional team was especially proud of their collaboration with Tumblr. Nine animated GIFs were pieced together in order to create a socially embeddable poster for the film. Cliff Marks, president of National CineMedia feels it is possible for GIF mashups to be the future of movie posters in this digital age. "These small, chewable formats are a cool way to present your content," he says. "And the studios are starting to make that content a focus."

The Bottom Line: Think like Ron Burgundy and consider some non-traditional marketing methods to get your book on the radar. If you ever want to become a top selling author get some swagger, step over the line, and steal a line from Ron Burgundy, "I don't know how to put this, but I am kind of a big deal."

About Scott Lorenz

Book publicist Scott Lorenz is President of Westwind Communications, a public relations and marketing firm that has a special knack for working with authors to help them get all the publicity they deserve, and more.

The ABCs of the Editing Process: How to Increase Your Chances of Successfully Pitching Your Book

By Roberta Buland



At the November meeting of CAPA, the program was called “CAPA WINTER PITCH” wherein any person present could volunteer to pitch his/her book. I was honored to be a judge of the pitch contest of about a dozen contestants, all of whom had the opportunity to stand upfront and tell us why his/her book was important.

As a judge, my responsibility was to be fair and objectively critical. We were asked to be “nice” by organizer, Melissa Flynn, CAPA Program Chair. The guidelines also included:

- Don’t feel the need to say something nice, if you don’t really like it.
- Don’t criticize, unless it is constructive.
- Be sure to comment on title, characters, plot, scene, and whether or not contestants were prepared, all based on “if applicable.”

Judges learn from contestants

It is said that teachers learn from students. I contend that judges learn from contestants about how to judge! I took notes and here is what I believe can help you give a successful talk. If you feel you aren’t good enough, en-

gage a tutor to learn how to successfully speak in public. You’ve spent months, or even years, writing your book. Don’t spoil it by not speaking well. Now is the time to present it.

Some Rules of Public Speaking

1. Many contestants went over the time limit. When given the opportunity to “sell” your work, no matter how small or large the audience is, nor how formal or informal it is, prepare as if you were presenting your work to an agent or publisher. Time yourself and never, ever, go over the time limit! You will probably lose points and credibility if you do.
2. One of the worst things that can happen without even being aware of it is to speak too softly. When you do so, you immediately lose your audience because they can’t hear you. Use a microphone or, if none is available, project your voice to the back row.
3. “Show and Tell” is one of the best ways to “sell” your book. Always, always bring it with you, or at least, bring the cover—and hold it up. But, do not hold it up in front of your face, no matter how much make-up you forgot to put on or how many wrinkles, circles under your eyes, or food crumbs are on your face. A good public speaker demonstrates enthusiasm and passion about his/her work. People relate to faces more than to objects. So, hold the book or cover at chest height so the audience/agent/publisher can

see you and your expressions.

4. Speaking your presentation is far better than holding a paper in front of you and reading it word for word. Referring to notes is ok, but, remember to often look up at the audience. Eye contact is crucial to a salesperson—and that is who you are when you are presenting.
5. Relate a fiction book character to one who is well-known to an audience. For example, your main character may be like Huck Finn. Saying “Huck Finn” will capture audience attention.
6. While you have the opportunity to “sell” your work, you are not there to give a detailed biography of your life! Most people do not need to know a summary of your life. They must hear, however, a summary of your book.

Talk directly to the audience

About one of the contestants, I noted: “He was well-prepared and used no notes. He demonstrated that he knew his material well. His eye contact was fantastic; his voice was modulated, and he spoke to the audience directly. I felt like he was talking to me personally.”

Use diligence and enough time to prepare yourself for a presentation. Practice it by yourself in front of a mirror, and in front of friends or family—or even your pet—to be sure you include the important points and you present to the best of your ability—within the time limit.

Comments? Write to rjbuland@comcast.net

CAPA Members Celebrating Success

Kathy Orzech launched *ASY-LUM*, a dark suspense saga, at a unique Secrets & Shadows Reception at Gallery 53 in Meriden. The book signing combined with an exhibition opening of photography featuring abandoned asylums drew a crowd, brisk sales and the interest of a local Book Club.



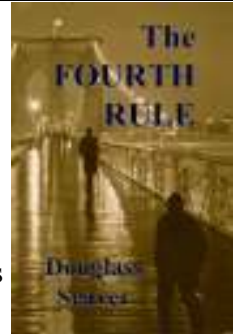
To Know the Sea by **Frances Gilbert** has gone into its second edition in paperback. This is an original fairy tale with delightful, diverse, quirky illustrations by Rhett Ransome Pennell. This is the first book of mine to go into a second edition, a good feeling!

On December 7, **Christopher Gallo** had a signing at the Famous 50s Diner to mark the 25th Anniversary of Trumbull's Little League Champs and all Little Leaguers. Chris is the author of *Unlikely Champions: A Miracle in Williamsport*.

On Saturday, November 1st, the Ashford Senior Center Organization (ASCO) held its annual Fall Fair. Requesting donations from Ashford residents I took up the challenge and offered ten copies of my novel. They accepted and set up a table in their lobby (see attached photo) where I signed copies of my novel dressed in traditional western gear. In the Ashford Senior Center's December newsletter they posted the following: "A special feature of our fair this year was the presence of our local author, **Felix Giordano**, who sold 8 copies of his book *Montana Harvest* and donated all the profits (\$80) to ASCO. He also donated an additional 2 books to ASCO which are on sale in the lobby." One of the purchasers of my novel was the Ashford Library which added my novel to their collection.



Douglass Seaver's debut novel, *The Fourth Rule*, has just been published by Oak Tree Press and is available in trade paperback and Kindle eBook on Amazon.com. The fog of war hides many secrets, but rarely a good one. *The Fourth Rule* tells the story of one secret born when a Green Beret returns from Vietnam and disappears. Two decades later, the CIA approaches the soldier's younger brother, Matthew Grant, to uncover what happened. Matthew denies knowing anything, but the CIA doesn't believe him, and thus begins an intense struggle between the CIA, hell-bent on protecting its own and continuing its illicit clandestine activities, and a not-so-ordinary citizen, who has to risk it all to protect his secret and right a terrible wrong from the past.



Jan Mann says, "My second book will be launched on December 15th and will be available at Amazon and www.janmannbooks.com. *How I Won the West* is a travel/memoir based on a solo five-week motor trip I took through the west and the discoveries, both inner and outer, made along the 6,400 mile route."

Schleicher — Continued from Page 3

publisher help with this?

DS: "The shows contacted me because of the genre."

***Ok – You know I host a TV show, Meet The Author WCTV14. What tips do you have for what to say on TV interviews?"**

DS: "Suggestions for marketing that you should use should come with 3 main points, and focus on these. My three main points, in general, would be to find an emotion, find something that is a unique contribution, and of course, what's in it for me?"

***Have any suggestions for other authors?"**

DS: "Yes, be adaptable to changing trends and styles in the market. "

I agree with Dennis on that, and I wish him good luck as our new publicity chair person. Dennis has also offered to participate in the CAPA Book Marketing Networking Meetings being held at the Wethersfield Public Library. He lives close by in Glastonbury.

Top Ten Keys to Making Better Book-Marketing Decisions

1. Define the issue to be resolved. Adhere to the axiom, "A problem well stated is half solved."
2. Begin at 30,000 feet, observing the problem statement in terms of all the big-picture issues that could impact it
3. Reframe the initial problem
4. Apply strategic creativity by focusing your ideas on solving the problem
5. Test your assumptions and ideas under real-world circumstances
6. Pose incisive questions, seek quantitative analysis and solicit more information from varied sources
7. Think through each decision and its relation and relevance to related issues
8. If you lack the ability to see change coming before others do, associate with people who have that perceptual acuity
9. Stay tuned in to your external environment to develop the ability to sense early warning signals and market opportunities
10. Do not be afraid to act on opportunities outside of your comfort zone

Schedule of Upcoming Meetings

CAPA CENTRAL



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

December 17: Annual Holiday Party

January 17: Meeting will be held at the Avon Public Library

February 21:

March 21:

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>)

Dec. 15, Holiday Party, Time and place to be announced

January 19: Topic TBA

February 16: Topic TBA

CAPA SOUTHWEST



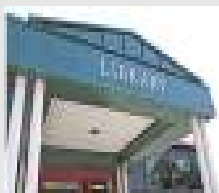
Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, sriles40@aol.com; find current meeting information at <http://www.aboutcapa.com/capasw.htm>)

December 8: Topic TBA

January 12: Topic TBA

February 9: Topic TBA

CAPA BOOK-NETWORKING MEETINGS



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

December 29: 6:30 to 8:30 pm, in the Shinn Board Room. Wethersfield Public Library

January 24: Topic TBA

February 28: 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/>).

January

1-5	Hartford	30th Annual Connecticut Bridal Expo
10	Bristol	Brass Ring Academy and Cabaret
23	Hartford	Hartford Home Show
24	Wallingford	1st Annual KC 101 Bridal Show
24	Glastonbury	Winter Snowball Express
31	Hartford	11th Annual Big Y Kids Fair

February

1	Waterford	Craft & Vendor Fair
1-2	Hartford	Big Y Kids Fair 10th Annual
8	Bristol	The Bristol Chocolate Expo & Craft Fair 2nd
14	Hartford	Spring Home Show 19th Annual
14	Hartford	NE Fishing & Hunting Expo 17th
15	Putnam	Feel the Love 1st
20-23	Hartford	Flower & Garden Show 33rd
22-23	Bristol	Bristol Home & Business Expo 29th Annual
22-23	Bristol	The Craft Fair at The 29th Annual Home & Business
28	Groton	Croptopia Getaways 11th
28	Hartford	Home and Remodeling Show
28	Hartford	Original Home & Remodeling 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. You may also find details about future webinars there.

The next free webinar sponsored by CAPA is:

Dec 16: *Get a Fast Start Marketing in 2015*, by Brian Jud; 6:00—7:30 pm; register at <http://tinyurl.com/n9cbrau>



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