



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 22 Issue 2

February, 2015

## The Program for the February 21 CAPA Meeting: Interactive Discussion About Writing, Publishing and Marketing Books

Join us for CAPA's 21<sup>st</sup> Anniversary Party and  
Writing Contest Award Celebration — March 21

CAPA will present a panel of people who are experts in all facets of the publishing process. They will discuss writing, editing, publishing and marketing books successfully.

Ask your questions and get answers that can help you sell more books more profitably through bookstores (bricks and clicks) as well as non-bookstore buyers.

And join us on Saturday, March 21 when CAPA is having a party to celebrate our 21st anniversary, from 6:00 pm – 9:00 pm

Everyone is welcome – members, spouses and friends -- for a catered dinner and dancing to a DJ. It will be held in our regular place -- the Sycamore Hills Community Center.

Continued on Page 4

## Inside This Issue

<i>Cover Design Strategies</i>	p. 2
<i>Media Tip</i>	p. 2
<i>Connections</i>	p. 3
<i>Podcasting</i>	p. 4
<i>ABCs of Editing</i>	p. 5
<i>Celebrating Success</i>	p. 6
<i>Upcoming Meetings</i>	p. 7
<i>Benefits of Online Video</i>	p. 7
<i>CAPA Webinars</i>	p. 8
<i>Co-op Connection</i>	p. 8

## Meet A Member — “Looking Up”

Meet author Janet Booth

By Jason Mark Alster, M.Sc

Here is the scenario: You never wrote a book, and after 20 years of thinking about it you finally wrote your great memoir. Now you want to launch your book. You don't know if you should launch it around the winter holidays and take advantage of holiday sales or during the summer to take advantage of outdoor author signings. Your agent says one thing, but your editor advises another. You ask your spouse and they say wait till next year.

How do you decide? Well, in ancient times you probably would have “looked up” and let the stars

decide. But with Janet's Plan-its Celestial Planner, even in these times you have an ancient resource at your service to help with those tough decisions. Janet's Plan-its, readers say, is an “ingenious, easy to follow daily guide astrology calendar” (JanetsPlan-its.com). It a fas-



## Contributors

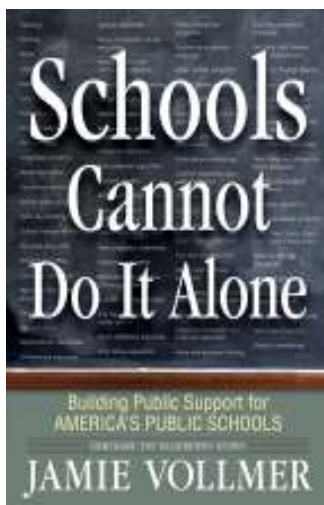
Jason Mark Alster  
Adele Annesi  
Daniel Blanchard  
Janet Booth  
Robertta Buland  
Dr. Wayne Dyer  
Melissa Flynn  
George Foster  
Peggy Gaffney  
David Garnes  
Joan Hoey  
D J Houston  
Brian Jud  
Debbie Kilday  
D'vorah Lansky  
Jerry Rasmussen  
Tom Santos  
Sean Stellato  
Dan Uitti

Continued on page 3

### 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](http://www.fostercovers.com))

This book is aimed at school administrators and policy makers and we want to convey that the author knows the challenges they have. The scene depicted is a classroom chalkboard with a list of schools' ever-increasing tasks and responsibilities written on it. The title is very large but a yellow subtitle jumps out. There is a reference to the famous blueberry story, meaningful to school professionals. The title's seriousness is supported by a subdued color scheme.



### Media Tip

"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

### CAPA Board of Directors

#### CAPA Officers' & Board Members' Contact Information

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

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.

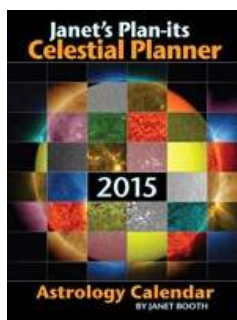
All articles will be edited. Submit single spaced with no built-in formatting. Submit all articles to Brian Jud at [brianjud@comcast.net](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Jason Alster at [jasonalster@gmail.com](mailto:jasonalster@gmail.com)

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

## Janet Booth — Continued from Page 1

cinating way to help inform and prepare for current events as well as give a perspective on what has previously happened.



Janet says that she was ten when she knew she wanted to be a writer, though she “never imagined what type of writing that would be!” Janet was always interested in relationships and human behavior and even studied Behavioral Studies at Drew University, which offered a blend of psychology, sociology, and anthropology.

After earning her BA, she found her guiding star and then went on to receive an astrological certificate from The National Council for Geocosmic Research. She has been a member at the Astrological Society of Connecticut since 1978 and president at the millennium. Janet now is a consultant, teacher, and writer in the field of astrology. She also has a monthly TV show, *Looking Up*, on West Hartford Community Television.

I wanted to check out the calendar today for myself while writing this interview. I found that “Sensitivity is high, Psychic connections are strong. It’s a good day for charitable acts or health repairs. Tonight, relationship imbalances are awkward.” Looking at the planner there is information on moon cycles, the twelve houses, natural rulers, moon phases, moon grooves, components

of the Ephemeris (when certain celestial phenomena occur), seasonal synopses, and best and worst days for various activities. For today, it is my best day for charitable, spiritual, and health-related attention. So I guess I will rest up on this Saturday and do some spiritual healing.

So say the stars.

## Connections

By Adele Annesi

This month’s notable online resources for writers include new options to expand your audience and knowledge. Note that some listings have deadlines.



**Draft (<https://draftin.com>):** This writing app has a simple concept: to help good writers become better. Draft lets you put your small and large projects in one place and organize them. The app’s Hemingway mode lets you write without being able to edit so that you can learn to get all your ideas onto the page. Draft also offers version control, advanced copyediting, a way to compare older work with new and much more.

**Infinite Guest ([www.infiniteguest.org](http://www.infiniteguest.org)):** This combination blog and major podcast network comprises key players, such as You Must Remember This, The Life of the Law and Top Score. New podcast player

arrivals include A Tiny Sense of Accomplishment, with author Sherman Alexie; Reasonably Sound, with PBS Idea Channel host Mike Rugnetta; Big Appetites, for foodies; and Awesome Etiquette, from the Emily Post Institute on today’s etiquette. Why should writers be interested? To give your audience a new venue for your writing through listening.

**Manuscript Wish List (MWL; <http://manuscriptwishlist.com>):**

This increasingly popular site began with a trending hash tag and has grown to include lots of information from agents and editors to help educate everyone for the submissions process. MWL aims to connect agents, editors and writers who have similar goals so that they can meet prospective business partners.

**PitMad ([www.brenda-drake.com/pitmad](http://www.brenda-drake.com/pitmad)):**

This Twitter pitch party allows writers to tweet a pitch for their completed manuscripts. The site allows anyone to pitch more than one completed and polished manuscript in any genre. Agents/publishers will tweet their submission preferences and favorite your tweet if they want to see more. This year’s quarterly events are on March 11, June 4, September 10 and December 4.

Happy writing!

Adele Annesi is an award-winning writer, editor and teacher, and co-founder of the Ridgefield Writers Conference. Her book is *Now What? The Creative Writer's Guide to Success After the MFA*. Her editor’s blog is wordforwords.blogspot, and her website is [www.adeleannesi.com](http://www.adeleannesi.com). Email her at [annesi@sbcglobal.net](mailto:annesi@sbcglobal.net).

## Podcasting is a Powerful Way to Share Your Voice with More Readers

By D'vorah Lansky, M.Ed.

Podcasting is a powerful way for you to share your message with the world. By podcasting you'll be able to



share your message with the exact people who are eager to hear what you have to say. Getting heard will give you credibility and position you as a thought leader in your field. When people hear your voice they'll connect with you on a deeper level and you'll have the opportunity to build an ongoing relationship with your audience.

A podcast is an audio or video recording, typically as part of a series. These recordings can be listened to online or downloaded to your computer or your digital media player. Podcasting can get you in front of more people than you can even imagine, as online audio gives wings to your words. When people hear your voice you'll also touch their hearts and minds and the message you share can impact people and make a difference in their lives.

When considering the topic of your podcast, begin by asking yourself the question, "What do I want to share with my audience?" The next thing to consider is, "What is my audience

interested in and what do they struggle with?" The answers to these questions can form the foundation of your podcast.

If your content is relevant, people will listen. We're all so busy and there's so much noise and distraction in the world. Let your podcast be a safe haven for people to escape to, even if for just a few minutes a day, where they can get inspired, enriched, or entertained.

Your podcast is the gift you give to the world. What do you want that gift to be?

D'vorah Lansky, M.Ed. is the best-selling author of several books including *Book Marketing Made Easy*. She is the co-founder of the 30-Day Podcasting Challenge and

### CAPA's March 21 Party — continued from page 1

We have grown so that we now number over 215 active members sharing their expertise in the fields of writing, publishing and marketing.

As we did last year, the event will include the Awards Ceremony for the annual Writing Contest.



This will be a great time to renew old acquaintances, to network with



other people in the publishing business and to rekindle your desire for getting published. But the overwhelming goal for the evening is for all CAPA members to have fun. If you know of others -- previous members or past speakers who might be interested in attending -- please tell them that they are welcome, too.

The price for the evening is \$25.00 per person. Soft drinks will be provided, but members are invited to bring their own beer or wine.

For more information or to make a reservation contact Brian Jud @comcast.net You may pay by check, Paypal (account is brianjud@comcast.net) or credit card. Send Brian Jud an email with the names of the people in your party attending.

If paying by check, make it payable to CAPA and send it with the names of the people in your party attending. Please send your check to Brian Jud, Box 715, Avon, CT 06001. A form with all this information may be found at [www.aboutcapa.com](http://www.aboutcapa.com) or [www.bookapss.org/March21CAPA.doc](http://www.bookapss.org/March21CAPA.doc)

## The ABCs of the Editing Process: Creating New Words Learning New Words—2015 By Roberta Buland



The facilitator began *The New Yorker* magazine discussion at The Noah Webster Library in West Hartford with an unfamiliar word. It occurred to me that if I learn one new word a day, I could increase my vocabulary by over 300 words yearly. How about you doing the same?

### Ultracrepidarian

He began with “ultracrepidarian,” which I include in this column because of my unwavering interest in linguistics, especially English. It refers to a person who speaks above our level of expertise about something, and it may go back to the Greek! What a great word to use in your writing, particularly if you have created a character who is somewhat negative! However, being the skeptic that I am, I checked *Wikipedia*, just to be sure. It defines “ultracrepidarianism” as the habit of giving opinions and advice on matters outside of one’s knowledge, obviously in agreement with the facilitator. Ultracrepidarian was first publicly recorded in English in 1819 by the essayist William Hazlitt in an open *Letter to William Gifford*, the editor of the *Quarterly Review*: He wrote, “You have been well called an Ultra-Crepidarian critic.” It was

used again four years later in 1823, in the satire by Hazlitt’s friend Leigh Hunt, *Ultra-Crepidarius: a Satire on William Gifford*. The term draws from a famous comment purportedly made by Apelles, a famous Greek artist, to a shoemaker who presumed to criticize his painting. It later was adopted by Pliny in Latin and was said to mean that a shoemaker ought not to judge beyond his own soles. As mentioned in *Wiktionary*, critics should only comment on things they know something about.

### Bloviation

Piggy-backing on the above, a participant at the discussion suggested a more recent synonym, “bloviation,” for “ultracrepidarianism.” It is a slangish term coined in the Midwest in 1857 to mean to talk aimlessly and boastingly, or to indulge in “high falutin” speech. The verb form is “to blow,” meaning to talk loudly and bombastically or blow off one’s mouth, or talk big. Lest your readers find “big” words unfamiliar or off-putting, be sure to define or expand on such words so they will not have to take a pause to research them—and possibly lose interest in your work. An illustration, which could be adapted for today, is “He spoke in just more bloviating terms about cutting the budget,” certainly a timely topic. In fact, bloviation enjoyed a revival in the 2000 U.S. election season that has continued through our era of blogging. Perhaps you’ve come across it?

### Bombogenesis

My son recently used “bombogenesis” on Facebook in regard to Storm Colbie that we experienced last month. When I asked him

to define it, he wrote back, “rapid intensification of a clyclonic storm. Like a Nor’easter. Copious amounts of snow.” Given that we recently may have experienced a bombogenesis, I checked the Internet. The simple definition is a “weather bomb.” Other synonyms are “meteorological bomb” or “explosive cyclogenesis” or “explosive development.” Good word to use in writing.

### Crossword Puzzles

Another source to find words to increase vocabulary is a crossword puzzle. Recently, I found that “text me” can mean to “keep time, in a way”; “bung” means “cash stopper”; and a “safe cracker” is a “yegg.” Sometimes you may find familiar words used in a new or different way

Finally, peruse the dictionary, either your personal hard copy or online. The research you do could pay off big time because unfamiliar words to a reader could 1) increase vocabulary, 2) make your writing more interesting for readers and editors, and 3) expand your own knowledge so you do not become bored with your own writing!

For your amusement, a Facebook post by a dog looking at a blank page: “First rule of writing: Sit. Second rule: Stay,” perhaps until you fill the page?

Comments? Contact Roberta 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

The latest addition to the Spanking Plato Series, Set 6: Adam Smith and Interlude Days 1-3 are found at the link below. Previous sets included: Set 1: Pythias & Socrates; Set 2: Plato & Aristotle; Set 3: Augustine & Aquinas; Set 4: Luther & Calvin; set 5: Galileo, Newton & Descartes; and the above Set 6. Future Sets include: Voltaire & Rousseau; Hamilton & Jefferson and many more! for more info please visit: <http://www.teacherspayteachers.com/Store/Mel-Hathorn>

D'vorah Lansky has teamed up with podcasting expert Doug Foresta to teach authors and entrepreneurs how to reach more readers through podcasting! In the first week of their 30-Day Podcasting Challenge, they had over 900 people register. CAPA members are invited to claim their Free Access Pass to this self-paced program at [www.ThePodcastChallenge.com](http://www.ThePodcastChallenge.com)

Peggy Gaffney's new mystery - *Fashion Goes to the Dogs - A Kate Killoy Mystery* - is out. "Kate Killoy is an expert at two things, knitting design and dogs. Arriving in New York City to launch her first fashion line and exhibit her champion Samoyed, Dillon, she finds herself pulled into an unknown world international intrigue. Between dodging attempts on her life and finding a dead body on her fashion show's runway, Kate meets the handsome Harry Foyle, a former math geek for the FBI, who offers to help. But Harry may pay a price for keeping this sassy and fearless dog nut safe. He might lose more than his heart – he might lose – his life."

Daniel Blanchard *is* in the middle of a multi-day television interview with Betel Arnold out of Springfield, MA. where they are recreating his life story.

Per Jerry Rasmussen: "I've been focusing my energies more on my music until the last couple of months, when I decided to publish my second book, *The Shepherd's Watch*. Now that the book is up on Amazon.com, Barnes and Noble, and my publisher Redemption Press' web page, I am turning my attention back to my writing."

Joan Hoey will be doing a program: " Purposeful Destiny: Overcoming Obstacles " at The University of New Haven on March 11th. She will also present the same program at The New London Public Library on March 22nd. Program Description: Joan Hoey, LCSW is the author of Purposeful Destiny. Joan is a skilled therapist and trainer who has developed a program which educates audiences to change their lives, to free themselves from obstacles, to break negative patterns and to discover the love and freedom waiting for them. In short, it has helped audiences unblock themselves and find their highest best destiny. It is an audience/interactive program.

Over 250 artists and their families gathered to celebrate the 24<sup>th</sup> Annual National Arts Program at Capitol Community College, Hartford, CT on January 31, 2015. CAPA President Debbie T. Kilday, a member of the international group, Free Poets Collective, based in Connecticut, participated along with other members of the group including the founder, Colin Haskins, and had the honor of being chosen as one of six poets reciting her original Ekphrastic poetry piece for the painting "Global Mismanagement" by Shirley Mae Neu which won 1<sup>st</sup> Place in the Professional Artist Category. The contest was sponsored by the Community Renewal Team of Connecticut. For more info, visit [crtct.org](http://crtct.org)



"Global Mismanagement" Professional 1st Prize  
Art. By Shirley Mae Neu, Poem By Debbie Tosun Kilday



Sean Stellato is coming to Barnes & Noble, The Shoppes at Farmington Valley, 110 Albany Turnpike, Canton on Feb. 7th at 12pm to do a signing of his book *No Backing Down*. B&N will also host a CT author signing day in the spring. If authors are interested and want to be considered they may contact Erica at [crm2223@bn.com](mailto:crm2223@bn.com).

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“You miss 100 percent of the shots you never take.”

Wayne Gretzky

### Top Ten Reasons to Use Online Video to Achieve Higher Engagement With Consumers

1. Viewers actively chose online video
2. Lower cost than other forms of advertising
3. 83% of Internet users regularly watch online videos
4. A campaign involves two main tasks: creating content and distributing it
5. Growing use of “second screens” – smartphones and tablets
6. Don’t rely on one outlet (i.e. YouTube) to get your message across: “post and pray”
7. Can do the production yourself
8. Word-of-mouth can generate inbound traffic and enhance likelihood of going viral (1 million views is commonly accepted threshold for *viral*)
9. Measure effectiveness with cost per *engagement* rather than the traditional cost per *impression*
10. Compete with larger, established brands

### Schedule of Upcoming Meetings

#### CAPA CENTRAL

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

February 21: D. J. Houston —

March 21: Annual Party: 6:00 to 9:30 pm

April 18: Topic TBA



#### CAPA SOUTHEAST

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

February 16: Topic TBA

March 16: Topic TBA

April 20: Topic 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>)

February 9: Jennifer Bowen - BookHive - Book tests, reviews & Marketing Assessment

March 9: Topic TBA

April 13: Topic TBA



#### CAPA BOOK-NETWORKING MEETINGS

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

February 28: Topic TBA

March 28: Topic TBA

April 25: 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/>).

### March

2	Groton	Croptopia Getaways
28-2	Hartford	Home and Remodeling Show
28-2	Hartford	Orig. Home & Remodeling Show
14	Norwalk	Sassy Ladies Shopping Night Out
14-16	New London	SE Home Show
22	Bristol	Craft Fair
22-24	Danbury	Western New England Home Show
29	Danbury	Spring Fling Craft and Gift Expo

### April

4-6	Danbury	The Connecticut Kids Closet
5	Marlborough	Artisans Fair
5-6	Danbury	Vintage Clothing, Jewelry & Textiles
6	Hartford	Bridal Show Expo
6	Newtown	Spring Welcome Craft Fair
6	Wallingford	Model Train Show
12	Trumbull	Spring Welcome Craft Fair
25-26	Ridgefield	Spring Artisans' Show
26-27	Cromwell	Innovative Bead Show
26-27	Meriden	Meriden Daffodil Festival
27	Southbury	Spring Showcase of Crafts
27	Wallingford	Welcome Home Vietnam Veterans Day

## 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.

**The next free webinar sponsored by CAPA is February 24: "Finding and Developing Your Topic,"** by Jeff Davidson; 6:00 pm Eastern; <http://tinyurl.com/nvnxhtr>



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