



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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January 18 Speaker is Lauren Yarger Topic: Events to Promote Your Book

From book signings to large launch parties, events are one of the most effective ways to get your book in the hands of readers and get people talking about your book.

Lauren will discuss different types of events and which ones are most effective. Discover what kinds of events will work best for your book whether it is due to launch in the next year or has been collecting dust since its launch.

The January meeting will be held at the Avon Middle School



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Meet A Member: Patrick Fenton: Engineer, Truck Driver and Writer? By Melissa Flynn

Patrick Fenton makes good use of his time before and after work; this is when he writes. Working at the family business—driving full-time—was not his original plan. But like most of us, he realizes that priorities do change.

Born and raised in Connecticut, Patrick moved away from home to study aerospace engineering at Embry-Riddle Aeronautical University. After completing ERAU, he was unsuccessful when he tried to find a job in the field. That's when he began driving. During this time, he paid his way through Sacred Heart University to earn his Master's in Religious Studies. Fenton began writing in high

school, where he took a creative writing class. During that time, he wrote several short stories.

What appeals to him most is "the creation process." His hours of driving allow for plenty of time to "create those stories and figure out where those stories are going..." Four or five years ago, Fenton began writing his Fantasy/Sci Fi



Contributors

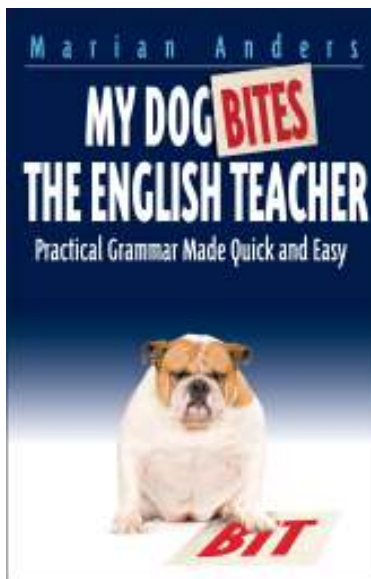
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Cover Design Strategies — Michele DeFilippo

(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>)

Few titles present such a clear visual direction for a book designer as *My Dog Bites the English Teacher* by Marian Anders. Marian wanted to feature both forms of the verb “bite” on the cover. By giving both words the same graphic treatment (similarly colored text and background in the form of a sign) and tying “bit” to the dog, we were able to play on the humor in the title, and create a single visual element with quick reader impact.



Media Tips for Selling More Books On the Air

“If the author needs media training it’s usually not he or she who figures it out. The producer or publicist figures it out. Authors tend to think they’re really good on their topic, but they may not be good storytellers.”

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

“You may find yourself in a situation where you are not in the same room as the interviewer. In this case, look into the camera; talk to the camera.”

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

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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.

Send submissions for the **Meet-A-Member** column to Melissa Flynn at schedulemelissa@melissaflynn.org

ARTICLES DUE BY THE 28TH OF THE MONTH

Meet a Member: Patrick Fenton Continued from Page 1

novel. In 2013, he completed that book and is in the final editing stages.

Fenton also enjoys writing Jack Collom format haikus—5-3-5 syllable or 3-5-3 word. Samples of his poems can be found on his Facebook and Pinterest pages.

Once his novel is sent out to an agent or publisher, he will begin working on the sequel to his first book, “as well as a different book which might be a novella or it might turn into a full-size book as it develops.”

Fenton feels that it “was a good decision to join” CAPA, since he “wouldn’t have found some of the people that [he is] working with now without it.”

His current questions are about what to do next in the process of getting published. Working on his query, synopsis and chapter outline is preparing him to reach out to agents. But Fenton realizes that there is so much he needs to learn.

Currently the only things that Patrick has written to completion include his Master’s Thesis, his first book, a 1500-word short story that he submitted to *The Writer’s Digest*, and a lot of haiku poems. That being said, he does look forward to writing full-time someday soon.

He says, “I enjoy being able to sit down, take the story that is rattling inside my head, and type it out onto the screen. That is the part that I enjoy the most.”

For more on Patrick Fenton, go to: <http://www.pinterest.com/patrickfenton73> or <https://www.facebook.com/PatrickFentonAuthor?ref=hl>.

Marketing Tip from Dan Poynter

Send an email to editors of newsletters, magazines and ezines and offer them the opportunity to excerpt parts of your book free. Ask them to include source, copyright and ordering information at the end of the excerpt. Email promotions can result in slightly fewer responses than traditional mailings and follow-up telephone calls. But the costs in time and money are far less and the responses begin immediately.

Internet Connections By Adele Annesi

Here’s a grab bag of helpful websites – Happy New Year!

Folio Literary Management <http://www.foliolit.com/resources/a-step-by-step-guide-to-getting-published>:

This well-known literary agency provides an invaluable, step-by-step insider’s guide to getting published.

GoFundMe <http://www.gofundme.com>:

This is one of the best-known ways to raise money online, and allows users to get a free website. In minutes, users can personalize and share their fundraising campaigns. The site also offers responsive technical assistance.

GrantSpace <http://grantspace.org>: GrantSpace provides an extensive listing of and information on a wide variety of funding sources for writers.

Internet Public Library <http://www.ipl.org>: This longstanding organization answers all reference questions for research-related queries.

Purdue University Online Writing Lab (OWL) <https://owl.english.purdue.edu>: Purdue OWL offers over 200 free resources for writing, teaching, research, grammar, English as a second language, and professional writing.

Sagepub.com <http://www.sagepub.com>: Sage Publications is an independent international publisher of books, e-media and journals, especially in scholarly, educational and professional markets.

Happy writing!

Adele Annesi is an award-winning writer, editor and instructor. Visit her editor’s blog for writers, Word for Words (<http://wordforwords.blogspot.com>), and at Adele Annesi (<http://www.adeleannesi.com>).

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.

Save the date: May 10, 2014

Five Ways to Harness the Power of Your Amazon Author Central Page

By D'vorah Lansky, M.Ed.

One of the most powerful "secret weapons" for an author is Amazon's Author Central page (<http://author-central.amazon.com>).



Each author, with a published book, can set up their own page, which includes a myriad of marketing tools.

In this article I'm going to share five ways that you can maximize your Amazon Author Central page.

Step One: Upload Your Author Photo:

The first step, once you've set up your Author Central page, is to add a professional, head shot photo to your profile. Make sure that you are smiling and you look approachable. This is the first thing visitors will see when they come to your page. You can also upload other photographs, such as photos of your book. Take note though, as you add images, they will move to the #1 spot in your image gallery. The image in the #1 spot is the one that will show up on your profile. That's not a problem, though, as you can easily click to edit your photos and move them around to change the order.

Step Two: Include a Brief, Yet Informative, Biography:

In your bio, share your credentials and accomplishments, as well as a bit about "what you do" as it relates to you as an author. Write your biography in the third person, as it sounds more professional and gives you more credibility.

Step Three: Claim Your Vanity URL:

A relatively new feature on the Author Central page is the ability to add a vanity URL. This will make it really easy for you to direct people to your profile. As an example, here's what my custom URL looks like: Amazon.com/author/dvorahlansky. To set up your vanity URL, login to your Author Central dashboard and head to the top right of the page. You'll see text inviting you to set up your custom URL. Be sure to choose carefully as you may not be able to change it once you've created it.

Step Four: Add Your Twitter Feed:

You can integrate your social networking presence onto your Author Central page to grow your reach and increase your credibility. Make it easy for people to find you and find out about you and your books across the many social networking platforms. By integrating your Twitter feed onto your Author Central page, you are in essence creating a social networking platform right on Amazon! From your profile dashboard you'll be able to easily locate the area to add your Twitter feed to.

Step Five: Add Your Blog Feed:

Adding your blog feed is another way to create a connection with your profile visitors while demonstrating your expertise on a topic. This will help you to build relationships with your readers, as well as sell more books. It's easy

to pull in titles and excerpts of blog posts from your site by adding your feed URL to the appropriate place on your profile dashboard.

Time to Take Action: Now that you have a road map for enhancing your Amazon Author Central page, why not head over to view (or set up) your page and make updates to increase your presence on Amazon? Here's to your success!

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D'vorah Lansky, M.Ed., is the best-selling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online*. She is the founder of the Digital Publishing Café and the Producer of the Annual Book Marketing Conference Online. To connect with D'vorah and claim your free copy of the action-packed guide: *7 Tips for Maximizing Your Own Blog Tour*, head over to: [www.VirtualBookToursMadeEasy.com](http://www.VirtualBookToursMadeEasy.com)

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## Two Tips to Help You Plan in 2014

Do not think of the word plan as a noun – a document created in January. Instead, think of it as a verb, a technique to help you organize and direct your thinking so you can prepare your activities over the planning period.

The objective of the planning process is not a physical plan, but a course of action. The written plan documents the course of action with a touch of flexibility.

## The ABCs of the Editing Process: 5 Steps to Keep New Year's Resolutions and Spark Creativity By Roberta Buland



How about those New Year's resolutions? Did you make any? Have you broken them yet? One resolution that authors make is to write more, perhaps at least a few pages a day. Have you done it? Or, have you already given in to writer's block? Have you stared forever at that blank page vowing to yourself: "Today I will start my new book." Or, at the least, write an outline or map a book? And what have the answers been? Or, more to the point, what have the results been? "Not too much," you answer. You are not alone.

It doesn't have to be like that. This month's column focuses on easy, simple ways to get past broken resolutions, to become creative—and it's not that hard at all. Here are some tips to foster creativity for the brain that may have already given up.

In order to write, first exercise the brain. Once the brain is in gear, so to speak, the writing will come. Although there are many excuses not to write, let's accentuate the positive.

### Observe

1. Observe your surroundings by watching a child play, or start behaving more like the child within.

For example, how about playing a board game, or a child's game like tag, you're it, etc.? Children are usually uninhibited—they play or run around as if they have no cares or worries. When your inner child begins to do this, you free your brain to act and react. Think about it. Let the brain wander and see what ideas that come to mind. If nothing else, at least, you will have exercised, which can make you feel good.

### Remember curiosity?

2. Remember how curious you were as a child? Remember how every new or different thing you saw peaked your curiosity? How did it work, or why it was there, or who made it? Remember the age-old questions, "Where is God?" "Who made the world?" "How did colors come about?" "How did things get their names?" These are typical children's question, and we know children expect answers.

### Sleep on it

3. Get enough sleep, everyone says. But, who does? "Sleeping on it," the age-old advice, can work wonders to keep your brain healthy, thus supporting the creative mind—getting rid of the cobwebs, thinking clearly, etc. Remember childhood events? How do you remember them? Perhaps you can begin a memoir or short story based on an event that has lain dormant in your brain.

### Get outdoors!

4. Get outdoors! Immerse yourself in nature. Remember Thoreau? Living in nature was the way he enjoyed living. If you can't get to Walden Pond, you can still try nature out. Walk, if it is feasible, rather than drive to your destination. Observe the flora and fauna. Does something spark a memory or an idea? Begin your writing with it.

### Solve a puzzle

5. Remember puzzles? Children love puzzles and attempt to solve them, even if they can't or the puzzles are too difficult. Challenge yourself by working on a puzzle, crossword or a box puzzle with 100 or 1,000 pieces. Once you solve a puzzle, your brain has been exercised. "No time," you say. Which is more productive—solving a puzzle or staring at a blank sheet of paper or the computer? Isn't the answer obvious?

Whether or not one or more of the ideas above sparked your curiosity, at least you will have been more productive than if you had stared at the blank monitor or sheet of paper. Try it, you may even like it. And, if you need help, ask your editor to suggest other challenges to help the creative juices flow.

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

**Michael DiPinto** has a new children's book *The Princess Mermaid and the Missing Sea Shells* that is published by Peppertree Press, Sarasota, FL.

**Wayne English** is referenced in the blog Business2Community in a post on the future of content marketing. See it here, <http://bit.ly/198Ogh8>

**Barbara Wallis Felgate**, writing historical romantic suspense as Helene Wallis, was recently elected Vice President of the Charter Oak Romance Writers group of Romance Writers of America. The group meets the first Saturday of the month in the Hartford area. Some of the CORW members also belong to CAPA.

**Jeanne E. Rogers's** middle grade fantasy, *The Sword of Demelza*, was awarded Honorable Mention in the *Writer's Digest* 2013 eBook Awards.

Award winning CAPA author **Michael L Kilday** will be a guest on Connecticut Style in January, 2014. Taping will be on 1/6/2014. He will discuss *A Yippie's Lament* which won a first place award in the non-fiction book category from the CT Press Club in 2013. Mr Kilday is also the author of the Truth Never Changes series. The first two books were *Truth Never Changes: Earth Changes* and *Truth Never Changes: The Genesis of the Path*. A third offering in the series is in process. It is as yet untitled. A Spring 2014 publication date is anticipated.

**Jason Mark Alster** MSc will discuss his new video on decoding the art of John Singer Sargent and solving a long standing art mystery at the Simsbury Library, Tuesday Jan 21st 1-2PM and at the Wethersfield Academy of Arts on Jan 27th at 6:30 PM.

The Cultural Alliance of Western Connecticut sponsors the Life Lines Nonfiction Writing Workshop (Danbury) with award-winning editor, writer and instructor **Adele Annesi** on Thurs., Jan. 16, from 7:00 p.m. to 8:30 p.m. Mine and mold your professional and personal experience for a standout nonfiction book <http://www.eventbrite.com/e/life-lines-nonfiction-writing-workshop-tickets-9928646850?aff=eorg>

Connecticut's Office of Victim Services invited **Millie Grenough** to present her *OASIS in the Overwhelm* strategies at their statewide "Appreciation Day." 55 women and men came to Rocky Hill and dove into the *OASIS 60-second Strategies* with Millie. How did the Office of Victim Services know about Millie? One of their staff had heard Millie present (free) at the Clifford Beers *Healing the Generations* Annual Conference in Mystic, CT. Moral of the story? When you get the opportunity to share your book, your passion, with a group whose work you value, do it. You're doing your "mission," and you never know where it may lead. In this case: a subsequent paid speaking presentation, sale (at discount) of 55 books, and 55 refreshed CT State workers.

**Lauren Yarger** has a panel coming up as part of the Big Book Getaway at the Mohegan Sun Feb. 22, 2014. All Connecticut authors. Lucinda Secrest McDowell will moderate the Christian author panel featuring Tessa Afshar, Carol Barnier and Allia Zobel Nolan. More info: Lauren Yarger, The WritePros, [writepro@coxnet](mailto:writepro@coxnet); <http://www.thebigbookclub.org/reflections-light-christian-writers/>

**Chuck Miceli**: I periodically write review of books I've read and some of those are by CAPA members. I've just finished *Unexpected Grace* by June Hyjek. I posted my review on my social networks and Amazon.com.

**Janet Lawler's** *Ocean Counting* (National Geographic, 2013) was named a 2014 Outstanding Science Trade Book by the Nat'l. Science Teachers Association. She is working on *Rain Forest Colors*, which will be released by National Geographic in fall 2014. Of her latest picture book, *Love Is Real* (HarperCollins, 2014), Publishers Weekly said, "In impeccably rhymed couplets, Lawler (Snowzilla) makes the case that love is all about actions in a story that feels simultaneously old-fashioned and of-the-moment..."



## December Top Ten List

**The fiction of prediction.** The future is unknown, unpredictable, and difficult to accurately plan. But you can still do it. Here are the **Ten Planning Factors**

1. We don't know whether or which changes will happen, or how they will interact with other factors until after the fact.
2. The combination of new resources and shifting customer preferences creates possibilities
3. Golden opportunities are the infrequent occasions when you can create significant value disproportionate to the resources you invest – when several windows of opportunity open simultaneously
4. The magnitude of an opportunity can shift as whimsically as its creation. You must grab it at the right time.
5. Entrepreneurs can seek golden opportunities, but cannot predict their precise form, timing or magnitude (i.e., many forces must interact for a large sale of books to occur)
6. Pursue a strategy of active waiting – preparing for and seizing opportunities (and dealing with threats) as they arise
7. Keep your mission clear but your vision fuzzy (describe your aspirations in broad terms)
8. Provide general direction and set objectives, but without prematurely locking your business into a specific course of action
9. Not overly specific long-term plans, but short- and medium-term flexible priorities (future pull trumps headquarters push)
10. Rather than dealing with stores that will not buy, distributors that will not take you on, reviewers that will not review your books, take control of your future and make exploratory forays into new markets, remaining alert to anomalies that signal potential opportunities

## Schedule of Upcoming Meetings



### CAPA CENTRAL

**Sycamore Hills Park Community Center Avon, CT 10:30 am (<http://www.aboutcapa.com/avon.htm>)**  
 January 18 — Lauren Yarger (meeting at the Avon Middle School)  
 February 15 — presenter TBA  
 March 15 — 20th Anniversary Party



### CAPA SOUTHEAST

**Location: TBA 6:30 pm (Tom Santos, [santostom@comcast.net](mailto:santostom@comcast.net); find current meeting information at <http://www.aboutcapa.com/capase.htm>)**  
 January 20 – Jan Kardys — “Changes in Book Publishing Today”  
 February — 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>)**  
 January 13 – Panel Discussion with Joe Keeney, Dick Margulis and Dan Uitti  
 February — 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))**  
 January 25 – Author Branding  
 February — 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>)**  
 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/>).

### 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



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

## 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.

**Jan 16: The Best of the Best.** During the past year CAPA sponsored 26 webinars on topics to help you sell more books, more profitably. See the top tips of 2013 at 6:00 pm; Sign up: <http://tinyurl.com/l8f54m9>

**Jan 30: Plan to Sell More Books in 2014.** Discover how to create innovative strategies for selling more books, and plan the actions you can take to make them happen. By the end of the webinar you will have a step-by-step, customized plan to sell more books in 2014. 6:00 pm. Sign up: <http://tinyurl.com/maj3e88>