



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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The Program for the January 17 CAPA Meeting: *The Plan that Launched a Thousand Books* By Tara Alemany

Most self-published authors sell fewer than 150 copies of their books. Don't let your book become a statistic! Marketing your book doesn't have to be difficult. You just need a plan. Explore a variety of marketing strategies that you can implement yourself no matter the size of your marketing budget. This talk is loosely based on Tara's book of the same name, which will be available for sale after the talk, and will outline ideas and considera-

tions for developing your own book marketing plan, based on proven, real-world techniques.

This meeting will be held at the Avon Library, 281 Country Club Road, Avon



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Meet A Member — Derek Couturas: Author of *A Schoolboy's War*

By Jason Mark Alster, M.Sc

As a child I grew up hearing stories of living under the bombing Blitz in England during World War II. You see, my mother's best friend from Leeds, England had lived under the Blitz and would tell her stories when she came over our house. So, when I heard that Derek Couturas, a member of CAPA, had published a book, *A Schoolboy's War: A World War II Memoir*, about living as a child during the Blitz, I was very interested. He lived in Southampton, England during the war and wrote a story about his not-your-everyday-experience childhood.

Derek is now 80 years old. I asked him, "What took so long to write your story?" He answered that he would tell snippets about his experiences when asked by his family and friends. He was also touched and reminded of the hardship and survival of his own



Contributors

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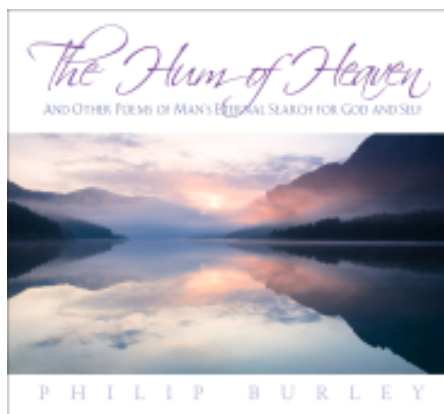
Cover Design Strategies — Michelle DeFilippo

(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>)

The Hum of Heaven

By Philip Burley

This is a spiritual poetry book. We chose a photograph that suggests the connection between our physical world, a creator, and paradise. We used a white background, which is common for books in this genre. This also served as a frame to keep the focus on the beautiful image. A flowing, calligraphic script was chosen to convey the emotional nature of the text to the reader, and by using a color from the photo for the title text we created a unified design.



CAPA Presents Updated By Laws

After the 2013 CAPA elections, the new Board of Directors agreed that our existing Bylaws needed to be updated to reflect our growing and maturing organization. A committee was formed to complete that task. Committee Chair Dick Benton led the team of Roberta Buland, Steve Reilly and Brian Jud to update and rewrite them. The revised document was presented to the CAPA Board during its regular monthly meeting in November, 2014. After significant debate and changes, the document was finalized and approved at its December 2014 meeting. The new By Laws will soon be on the CAPA website for all CAPA members to view. They must first be approved by the CAPA membership, which will vote on the new Bylaws at the January 17, 2015 meeting at the Avon Public Library.

CAPA Board of Directors

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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**

Derek Couturas — Continued from Page 1

childhood after seeing children living under war situations in Yugoslavia, Iraq, and, recently, Syria. Seeing scenes of children being resilient, even playing soccer during war situations, reminded him of his own youth, and he began feeling that he had a story to tell.

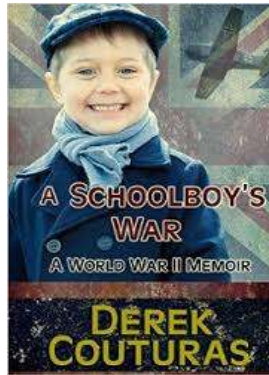
Derek remembers that damaged German planes would crash-land in nearby empty areas, one of which was the soccer field by his school. Knowing this, the kids would remove the goal posts so they wouldn't get ruined by the crashing planes.

During a D-Day remembrance, Derek wrote an article for the local paper, *The New Haven Register*, about his own D-Day recollection under the title, "D-Day Came And It's Raining Money." The piece is about his memory of the U.S. Soldiers who, on the day of the invasion, gave away their British notes to the kids in the port city of Southampton before heading to the beaches in France.

With this article being published (and he was even being paid for it), Derek thought the time had come to write his memoir. Sure enough, he went to CAPA-U and also took writing classes to prepare. In one of these classes, a fellow student suggested he submit his work to a publisher they knew, who then accepted the work, edited it, and published it.

A couple of excerpts from reviews on Amazon.com sum up the book perfectly: "...It's funny, heartwarming and enjoyable to read and makes you realize that even in tough times,

there is always something good to be seen and found. *A Schoolboy's War* (Ebenezer Press) is a great read for people who like history but also enjoy a good story about life and innocence."



A Schoolboy's War is a WWII memoir, but from the experiences of a child. This story of how children are so resilient in the face of war is as applicable today...as it was then. Most of us cannot comprehend living amongst military action, yet a child still yearns for friends, family, and the inevitable mischief that is almost a rite of passage. It is certainly one of those rare books with a compelling (true) story and an engaging writing style; a pleasure to read."

aplicable today...as it was then. Most of us cannot comprehend living amongst military action, yet a child still yearns for friends, family, and the inevitable mischief that is almost a rite of passage. It is certainly one of those rare books with a compelling (true) story and an engaging writing style; a pleasure to read."

Derek met his wife Joy in England and mentions in the memoir that she also lived through the Blitz. Some of his wife's tales are in the book. I asked Derek, "What have you heard from people who purchased *A Schoolboy's War*?" He replied that several have told him that they had a family member who was in WWII, even wounded, and so this was an emotional topic for them.

Derek is now writing another story about a child who survived the invasion of France and escaped at Dunkirk, a "tale of chase and spies," as he puts it. Growing up after the war, Derek came to hear many stories of survival and resilience from other (at the time) youngsters. He wants to relate their stories, too.

Writing Well in 2015 — Take Some Tips From Memoirists

By Adele Annesi

One of the best pieces of advice an editor can give a writer is to write; an even better recommendation is to write slowly, con-



sciously, reflectively. That's how memoirists write, and one way fiction writers can bring that same deeply reflective quality to their work is to evaluate every word for precision, context, clarity and revelation. For precision, rather than use common nouns or noun phrases, consider more specific choices that show you've done the research. When writing descriptions, even original prose can lack depth. To avoid this, consider using descriptive words or phrases that suit the context. Regarding clarity, sometimes, what's clear to the writer isn't clear to the reader. For example, how a character responds to a life-changing event hinges on who the character really is, and how mature he or she is at that point in the story. As to revelation, each word choice should reveal something to the reader about the story, plot, characters and setting. Read the full post on tips from memoir writers at wordforwords.blogspot.com.

2014 Holiday Party

On December 20 CAPA held our 20th Annual Holiday Party. A great time was had by all, as the photos below attest.

All photos are by Debbie Kilday



Jean Marie Rusin with Dennis Schleicher



Dennis Schleicher with Fred Chesson as Beth Bruno looks on



Peggy Gaffney with Dennis Schleicher



Dan Uitti and Jerry Labriola



Mollie Ostrowski watches Bob Bernardi play the piano



Noreen Grice displays her calendar



Dennis Schleicher helps Peter Sparre show his drawing of the Titanic

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



Authors have often asked me, “How are new words created?” While there are many answers, probably usage is the best clue to an answer. At least, it used to be that way. I began my publishing career by writing definitions of new words for a then-new dictionary of technological terms, based on usage in worthy sources, such as *The New York Times*, *The Wall Street Journal* and other highly respected written media. Today, new technological and other words spring forth daily, thanks mostly to the Internet and secondly, I think, to creative wordsters: those who create a new word (my definition) because they can’t find a word to describe what they want to. If enough people begin to use the new word in writing, or on social media, or via any other means, it might catch on and become part of a long-established dictionary such as *Merriam-Webster* or the *Oxford English Dictionary* (OED), or a part of a questionable dictionary such as *The Open dictionary* on the Internet. We used to have “real rules” for acceptance of new words; now we have the Internet, which tends to make its own rules.

When is “next weekend?”

Yet, however a word is created, if it is used and the context is clear, then that word may become acceptable. For example, what does “next weekend” mean? Is it the coming weekend, especially if the phrase is used on Wednesday? Or, is it the one following, about 10 days hence? In an age of bytes or shortest possible understandable usage, “oxt” has come to mean: not the immediate coming weekend, but the one afterwards. Whereas, a dictionary (hard copy) used to be the book of choice for learning vocabulary, simply put any combination of letters into a search engine, and you might find out it is a(n almost acceptable) word!

Pairage

Traditionally, when one spoke of marriage, it was understood as the legal union between a man and a woman. One congressman has proposed that same-sex unions be called “pairage” rather than “marriage.” We could deduce from this idea that any union, whether a traditional marriage or one between any two people be called “pairage” and do away with the almost outdated word “marriage.” I wonder....

In the business world, there is the concept is branding; not indelibly printing by means of fire numbers into a cow or steer for identification purposes. Branding has been expanded in business to identify one’s business, or to differentiate it from other businesses. In publishing, a blend of “platform” (branding) and “publisher” could be “platisher.” This word has been called the “worst new word of all time” by a senior editor—yet it is found on the Internet.

Another fusion has resulted from combining “phone” and “tablet” into “phablet,” which is how the new iPhone 6 Plus may be known to those in the know.

Sometimes, as in the case of “phablet,” an odd new word can succeed despite itself.

Textruption

A new word based on the concept of text, “textruption” means an interruption of a conversation caused by a text message. I like the word and will use it when dinner companions feel it necessary to interrupt my conversation to attend to a text. And one who texts a lot might be referred to as “textative,” a derivation from “talkative.”

Opposite to textative could be “techno-igno,” which means “technologically ignorant.” This concept could lead to “cybermyalgia” (as compared to fibromyalgia), meaning suffering pain and/or stiffness from the overuse of a computer.

My disclaimer to all of the above “new” words is to take no credit for their usage. Use them at your own risk—and hope readers understand from the context what you really mean.

Comments? Contact Roberta at rjbuland@comcast.net

Roberta 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

Barry Eva: Back in February 2009, after appearing on a few radio shows with my own YA novel “Across the Pond”, and after the experience of running a couple of local TV shows narrating stories from my romance book as well as filming local karaoke, I thought... why not try your own radio show. Loving a good old “chin wag” as we say in England I thought it might be good fun, little did I know just how much.



“Here we are a now six years on and almost 900 shows later and my show is still hitting the airwaves three times a week, proving it even more popular than I ever expected, and I love every minute of it...well almost.

“My show I called “A Book and a Chat” which is basically what it is, anybody who knows me will tell you I am no literary person, I am not one who goes into styles of writing etc, I just love to sit and have chat, learn something and hopefully have some fun at the same time.

While the shows have stopped the writing (except for the odd Karaoke parody – another story) I am proud of the many, many comments I have received from guests, including many CAPA members, nearly all love the style and many have come back for a second third, fourth fifth or in one case eighth time. In March I moved to a new radio station “newvisionsradio.com” where I have a dedicate spot and now and even bigger following for authors.

The essay “The Bel Paese and the Writer’s Voice” by **Adele Annesi** appears in *Banking the Bacon*, a collection of essays on the success of women, available on Amazon at <http://tinyurl.com/nvs6xqk>

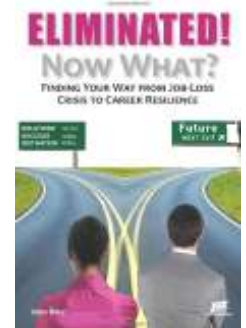
Winged Lion Press (**Robert Trexler**, publisher) released two new books last fall: 1) *Jogging with G.K.*

Chesterton: 65 Earthshaking Expeditions [from the back cover: "Imagine having the brilliant journalist and prolific Christian author G.K. Chesterton as your daily jogging partner. This is precisely what Robert Moore-Jumonville did for over twelve years – he read LOTS of Chesterton’s books and, during his daily jogging routine, reflected on them. The resulting essays appeared in *Gilbert* magazine, the monthly publication of the American G.K. Chesterton Society.] 2) *C.S. Lewis' Top Ten Volume One: Influential Books and Authors*



[from the back cover: "Based on C. S. Lewis' books, marginal notes, and personal letters, C.S. Lewis’ reading of the top ten books he considered most influential to him is thoroughly documented. In addition, Will Vaus offers a brief biography of each top ten author with a helpful chapter-by-chapter summary of their book."] Available from Amazon.com

Jean Baur says, “Sometimes It Takes a Long Time to Hit a Home Run. I moved to Connecticut two and half years ago, and as an author/career coach & speaker have been networking in my new state. At a commission on jobs for older workers in Hartford, I met the Director of AARP CT. I invited her to attend my Boomers Back to Work Class which I teach for American Job Centers in Eastern CT (used to be called CTWorks!). She attended, loved the class and has now invited me to be a panel for three events in 2015 called ‘Search Smarter, Not Longer.’ For these events she wants every participant to have a copy of my first book, so she bought 225 copies of "Eliminated! Now What? Finding Your Way from Job-Loss Crisis to Career Resilience." This is my first big sale and the book came out in 2010. And I'll sign copies at these events.”



Top Ten Differences of Selling Books to Business (B2B) Buyers

Business markets are very different from retail markets. In consumer markets large numbers of buyers have similar wants and transactions are usually small in value. The selling process is short and books are usually sold-off-the-shelf and may be returned. A formal distribution system channels books through the retailers. Here are the top ten ways in which selling books to business (B2B) buyers is different from selling to buyers in retail stores.

1. A business market has fewer customers and transactions tend to be larger, with no returns
2. Books are usually customized
3. The price is negotiated and payments are typically made in 30 days
4. The selling process is long and complex, requiring that you find, qualify and prioritize potential customers
5. The target of the sales pitch is not the ultimate consumer
6. Books are purchased not for resale, but to solve the companies' problem (each customer purchases your books for a different reason)
7. A segment may consist of one buyer
8. There are no distributors to do the selling for you – the author or publisher does the prospecting and selling
9. Follow up is required to make sure the order was delivered properly and to tee up the re-order
10. You can be creative when selling and the product form is a variable

Schedule of Upcoming Meetings

CAPA CENTRAL

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

January 17: Tara Alemany — This meeting will be held at the Avon Public Library

February 21: D. J. Houston — Meetings return to the Avon Senior Center

March 21: Speaker TBA — All remaining 2015 meetings will be at the Avon Senior Center



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>)

January 19: Topic TBA

February 16: Topic TBA

March 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>)

January 12: Michael Dooling

February 9: Topic TBA

March 9: Topic TBA



CAPA BOOK-NETWORKING MEETINGS

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

January 31: 10:00 am -12:00 pm — Steve Reilly is the speaker

February 28: Topic TBA

March 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/>).

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

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



CAPA
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Free Book Marketing Webinars

Brian Jud will host webinars that can help you sell more books, more profitably. These webinars are free to CAPA members and are sponsored by CAPA and APSS. Each starts at 6 p. m. Eastern Time.

If you cannot attend, a link to the recording will be posted at www.aboutcapa.com. You may also find details about future webinars there.

The next free webinars sponsored by CAPA are:

Jan 8: The Best of the Best – The Top 50 Marketing Tips from 2014; 6:00 pm ET; <http://tinyurl.com/lgbs4sq>

Jan 22: What's in a Name? EVERYTHING! How to Name Your Book, by Scott Lorenz; 6:00 pm ET; Sign up at <http://tinyurl.com/pkupzyf>