



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 21 Issue 5

May, 2014

June 21 Speaker: Charles Salzberg Freelance Writer's Life and How to Get Published

Charles Salzberg is a freelance writer whose work has appeared in *New York* magazine, *Esquire*, *GQ*, *Good Housekeeping*, *Redbook*, *Elle*, *The New York Times*, *The New York Times Book Review*, *Travel and Leisure*, and other periodicals.

He has written over 25 non-fiction books, including *From Set Shot to Slam Dunk*, an oral history of the NBA, *On a Clear Day They Could See Seventh Place*, *Baseball's 10 Worst Teams of the Century* (with George Robinson), and

Soupy Sez: My Zany Life and Times (with Soupy Sales). He is also the author of the Shamus Award-nominated *Swann's Last Song*, the sequel *Swann Dives In*, and the forthcoming *Swann's Lake of Despair*, as well as



Continued on page 4

Inside This Issue

<i>Cover Design Strategies</i>	p. 2
<i>Media Tips</i>	p. 2
<i>Article Submissions</i>	p. 2
<i>Fear of Writing</i>	p. 3
<i>Writers Conference</i>	p. 3
<i>Big E Bookstore</i>	p. 4
<i>Dealing with Rejection</i>	p. 4
<i>ABCs of Editing</i>	p. 5
<i>Celebrating Success</i>	p. 6
<i>Ways to Sell More Books</i>	p. 7
<i>Upcoming Meetings</i>	p. 7
<i>CAPA Co-op Connection</i>	p. 8
<i>CAPA Webinars</i>	p. 8

Mine Your Family History for Stories

By Adele Annesi

Everyone has family of one sort or another, and most people can mine their family history for a variety of stories. However, developing a true story for fiction or creative nonfiction requires a particular mindset and preparation.

Going through personal or family history for story ideas doesn't have to mean an arduous search of archives. To select a unique story idea worth developing, ask yourself these questions:

- What person in my family (including me) do I find most interesting and why?
- What turning point occurred in this person's life that forever changed it?

- What pivotal incident led to the event — the one without which the turning point wouldn't have occurred?
- What was the main outcome of the event? What was a secondary outcome?
- What was the most important consequence of the event, for that individual and the people closest to him or her?
- What other consequences also occurred?

To fictionalize the story you select and elevate it to a more literary level, ask yourself these questions:

Continued on page 3

Contributors

Jason Alster
Adele Annesi
Dan Blanchard
Roberta Buland
Tamara Dever
Melissa Flynn
David Games
Noreen Grice
Ann Jamieson
Brian Jud
D'vorah Lansky
Judy L. Mandel
Karen Rider
Bill Rockwell
Charles Salzberg
Tom Santos
Trudy Seagraves
Martin Shapiro
Lenora Sumsky
Henry Traverso
W. R. Wilcox
Lauren Yarger

Cover Design Strategies — Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. To learn about how we can help you publish outstanding books, please visit www.TLCGraphics.com.)

Dark Talisman is an epic fantasy and the first book in the Guardian Chronicles series. The story is intricate, setting Dark Elves against Green Elves, involving great Phoenix birds, and the world balancing on the edge of annihilation. The black and green vines — mostly separate but some being intertwined — show the relationship of the Green and Dark Elves. This design works well in and of itself, being intriguing, simple yet intricate, and well balanced in its use of color and space. When augmented with green foil and debossing the title

shape (see inset), as well as mixing the use of gloss and matte finishes, the jacket truly sings. It is the 2014 winner of the IBPA Benjamin Franklin Award for best fiction cover.



Media Tips

If you are part of a panel discussion, you have three tools to use. Tool number one, jump into the conversation. Tool number two, always get back to the main point, your point, of the conversation. And tool number three is don't lose any chances to add your wealth of knowledge.

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

A good guest is someone who knows the audience and who can answer questions without too much about "my book."

Larry Kahn, Director of Talk Programming at Westwood One Entertainment, the company that produces and distributes talk programming for *Jim Bohannon* among others

CAPA Board of Directors

CAPA Officers' & Board Members' Contact Information

Founder	Brian Jud	brianjud@comcast.net
President	Deborah Kilday	kildaycrafts@aol.com
Vice President	Steve Reilly	sriles40@aol.com
Treasurer	Brian Jud	brianjud@comcast.net
Secretary	Roberta J. Buland	rjbuland@comcast.net
Historian	Jerry Labriola	Labriola00@aol.com
Immediate Past President	Richard Moriarty	rmoriarty285@earthlink.net
President Emeritus	Beth Bruno	bethbruno@comcast.net

Committee Chairs

Newsletter	Brian Jud	brianjud@comcast.net
SECAPA Chairman	Tom Santos	santostom@comcast.net
SWCAPA Chairman	Steve Reilly	sriles40@aol.com
NECAPA Chairman	Dan Blanchard	Dan007blanchard@gmail.com
Program	Melissa Flynn	schedulemelissa@melissaflynn.org
CAPA University	Richard Moriarty	rmoriarty285@earthlink.net
Membership	Dick Benton	robenton@optonline.net
Webmaster	Dan Uitti	dan@uitti.net
Writers' Workshops	Roberta J. Buland	rjbuland@comcast.net
The Big E Bookstore	Deborah Kilday	kildaycrafts@aol.com
Publicity	Jason Alster	jasonalster@gmail.com
Networking	Jason Alster	jasonalster@gmail.com
Meet-A-Member	Melissa Flynn	schedulemelissa@melissaflynn.org

*Editor—Brian Jud, Meet-a-Member Column—Melissa Flynn
Copy Editor—David Garnes, Staff Photographer—Deborah Kilday,*

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**

Family History — By Adele Annesi Continued from Page 1

- What if the person were of a different race, ethnic background and/or gender?
- What if the turning point occurred at an earlier or a later stage of the person's life?
- What if the pivotal incident occurred in a different setting, or was a different incident altogether?
- What if the main outcome of the event was the opposite or vastly different from what actually happened?

Taking these considerations into account and changing the story accordingly will alter the plot, characters and ending, helping to make the story uniquely yours.

The key to this approach is having some affinity for and/or experience in how you answer the questions. For example, if you change the setting, do you have some knowledge of the new locale? Truth is, after all, still stranger than fiction.

Tip: To add spice to your story, consider this adage from John Updike. There's the story you're afraid to tell others and the story you're afraid to tell yourself. That's the one to write. What aspect of your story are you afraid to tell?

Happy writing!

Adele Annesi is an award-winning writer, editor and teacher. Her book is *Now What? The Creative Writer's Guide to Success After the MFA*. Visit her editor's blog, wordforwords.blogspot, and at www.adeleannesi.com. Contact her at annesia@sbcglobal.net

Expand Your Reach with Social Networking on Facebook by D'vorah Lansky

Social networking is a powerful way to grow your business, expand your reach and readership, and increase your book sales. As an



author, you want to become known for your area of expertise and as the go-to person for your topic. The purpose of social networking is not to constantly promote your book, but rather to be seen as someone who interacts and offers value to the community.

Social networking is a fantastic way to get the word out about your book and about your area of expertise. One effective strategy is to create a Facebook page for your book or for you as an author. Once your page is set up, ask for "likes" from your website visitors as well as from your Facebook friends. A few times a week post comments and links to articles, on your Facebook page. Ask questions and encourage people to join in the conversation.

The more people engage on your page, the more your comments and links to articles on your website will show up on the Facebook timelines of the people who have "liked" your page. When this happens, their Facebook friends will see your messages and you will in-

crease your Facebook "likes" and visitors to your website.

In addition to posting comments and thought-provoking questions on Facebook, you can post messages inviting people to read your latest blog article. To create interest you can include the title of the blog post in the form of a question. For example, if I had published this very article to my blog, I could go over to Facebook and ask: "As an author, does the idea of expanding your reach with social networking intrigue you? Enjoy this article on the topic." (Then post the URL to the article on your site.)

This type of visible activity will help you to become known as an authority on your topic. You will also gain exposure to people who are looking for speakers or people to interview, as they will have greater access to you.

D'vorah is the bestselling author of several books, on "book marketing for authors." You can find her on Amazon at www.BooksByDvorah.com

Writers Conference

The 2014 Ridgefield Writers Conference on Saturday, September 27, occurs at the new Ridgefield Library on historic Main Street, and features as its keynote bestselling author Dani Shapiro. The conference's workshop model provides one of the most instructive one-day events available, and offers a new master class in fiction. For information, visit ridgefieldwritersconference.blogspot.com, or contact Adele Annesi at a.annesi@sbcglobal.net or at 203.894.1908.

June Speaker — Cont'd

Charles Salzberg

Devil in the Hole, which was named one of the best crime novels of the year by *Suspense* magazine.

Salzberg was a Visiting Professor of Magazine at the S.I. Newhouse School of Public Communications at Syracuse University. He teaches writing at the Writer's Voice and the New York Writers Workshop, where he is a Founding Member.

He'll be speaking at our upcoming CAPA meeting about the **"Freelance Writer's Life and How to Get Published"**

CAPA Big E Bookstore 2014

Have your books be seen by up to 100,000+ people a day while signing and selling your books. The Big E Fair in West Springfield, MA is the largest fair in the Northeast.

CAPA will be celebrating its 9th year of having a bookstore booth at the Big E Fair in the Connecticut Building on the Avenue of States. The fair runs for 17 days, Sept 12 - Sept 28, 2014.

The pre-application form can be found at the CAPA website at www.aboutcapa.com. If you register and submit your form before July 12, 2014, the \$25 registration fee will be applied toward your total owed.

Questions? Email Debbie T. Kilday, CAPA Big E Bookstore Manager, at kildaykrafts@aol.com.

Thoughts on Rejection and Constructive Criticism

by Eileen Albrizio

I have been working on my novel, *Without Mercy*, for five years. Four years ago, I was fortunate enough to pitch the first draft to two agents at the CAPA-U conference. They both agreed to see the novel or a portion of it. After reviewing the submission, they both rejected me; however, the rejections came with brief, yet strong constructive criticism. Both said I was rushing. It needed more development and to show more and tell less. I went back to the beginning and revised the entire thing. One of the agents agreed to see it again, and again, she rejected it, saying it still needed more. So I revised it again and showed it to two different agents at the CAPA-U conference and they both rejected it, but gave me constructive criticism. This went on until I had twelve rejections for *Without Mercy* under my belt. Each rejection coming with sound advice and encouragement.



I didn't give up or get discouraged. And my perseverance paid. I now have an exclusive "revise and resubmit" agreement with an agent who is working closely with me to tweak the novel to get it ready for sale.

It was a lot of work and it was arduous at times, but it was work worth doing and I have grown significantly as a writer because of this experience.

What's important to note is none asked me to change the heart or the plot of the novel. They advised me to cut out the extraneous and add the pertinent, rearrange the elements to layer the story better, and develop the characters more. There was no messing with my creativity. I still had control over that. What they gave me is a better book.

My advice: don't blindly take criticism. That can be dangerous. I do encourage you, though, to consider the advice of professionals in the industry—the agents and editors. They see hundreds upon hundreds of manuscripts and know what sells and what doesn't. More than that, they know about style, structure and content. They see what you CAN'T see. Don't be discouraged by rejection, especially when it comes with constructive advice. Your goal is not to sell a book. Your goal is to sell the best book possible.

Stay tuned to see Without Mercy: A Ghost Story on store shelves near you. www.EileenAlbrizio.com

Correction

The article in last month's *Authority* "Breaking Through the Fear of Writing a Novel" was incorrectly attributed to Adele Annesi. It was written by Eileen Albrizio

Did you ever bicker over the price of a car? Wrangle for a raise at work? Squabble with a family member over where to go on your vacation? Any time you found yourself trying to resolve a give-and-take situation you were in the negotiating process. Apply those same principles to selling your books in large quantities.

The ABCs of the Editing Process: *Overlooked!* By Roberta Buland



Many steps must be taken by writers to publish books. The obvious one is to write the book! After writing a book, first-time authors, in particular, seek the answer to: What is the next step toward publishing? Many programs about publishing include steps toward publication, yet many program speakers, particularly if they are publishers themselves, list the next steps, which include getting a publisher and/or securing an agent, publishing and marketing the book.

Over 25+ years in my publishing career, I have attended countless talks and workshops on a myriad of publishing themes. I see these workshops as opportunities to gather information on publishing trends and changes. I have noticed that invariably speakers overlook one of the most important steps in the process toward publishing: *hiring an editor* to be sure your book is in the very best publishing shape! The chances of success in finding a publisher and/or an agent increase manifold when you do not overlook hiring a professional editor.

Why hire an editor?

The reason is simple: Most pub-

lishing houses and agents do not have staff content or copy editors. They may have an acquisitions editor—one who passes judgment on whether or not the publisher should consider your book for publication. Sometimes, publishers might take a cursory glance at the manuscript. Sometimes an agent may also have editorial experience and, if he or she has the time, might offer suggestions for improving the book. Authors and other publishing folks tell me that publishers and agents receive upwards of 50+ manuscripts daily. With so many manuscripts to review and consider, don't count on getting editorial help from them, too!

Why can manuscripts be rejected?

Publishers and agents prefer or even insist on looking at professionally edited manuscripts. Or, to put it another way, they will *reject* a manuscript as soon as they detect poor writing, or grammar and punctuation errors. After you've spent a year or longer writing your book and even longer re-writing as many as two to 20 or even more drafts, it is very discouraging to receive a rejection letter—as you may have experienced.

Usually, during the Q&A at a workshop, someone will ask, "Do I really need an editor?"

Invariably, the speaker will say, "Absolutely."

So, why don't publishing professionals mention the need for an editor during their talks?

Overlooking the editing step!

Recently, it happened again. The speaker, a publisher, did not

include hiring an editor in the steps toward publication. Why? Speakers either assume writers and authors already know they should hire a professional editor, or, speakers simply overlook it! However, the prevalence of the question during the Q&A suggests otherwise.

At the last such event that I attended, audience members were asked, "What kind of programs would you like us to present?" Most of the answers centered on help with writing, mentoring, book signing events, networking, public speaking and, yes, *editing!*

These topics are discussed at CAPA meetings, either at general membership or Chapter meetings (NE, SE, NW, and Wethersfield), and through networking where authors can ask questions of other members in order to become aware of workshops and writing critique groups nearby. These are important skills to develop. However, even if you become the best public speaker but your manuscript is not the best it can be, you run the risk of readers' rejections also. And then it is too late to hire an editor!

Based on my 20 years of active CAPA membership, I can attest to CAPA as the organization with all the necessary resources to help you in every way possible to write, *EDIT*, publish and market your book.

Comments? Contact Roberta at 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

Jason Mark Alster Just finished a video - "Day to Day Memory Enhancement techniques for Adults and Senior Citizens".

Karen Rider: Short story *The Owl's Last Call* has been shortlisted for the Aeon Award, an international award for speculative fiction. The award is sponsored by Albedo One, Ireland's premier lit journal for fantasy and science fiction. Approximately 21 stories will be shortlisted at the end of four rounds of judging. Those stories, to be judged by a panel of professional authors, will compete for cash awards and publication. Entrants names are removed from their stories, but the shortlist can be viewed at <http://www.albedo1.com/2014/05/19/aeon-award-2014-round-1-shortlist/> Karen writes short fiction under a pseudonym not shown on the webpage.

Martin Shapiro's latest novel, 2039, published on March 11, had a very successful run on the free Kindle Select program from May 29 to May 31. Four hundred thirty-five books were downloaded in those three days. These books will qualify for a share of the \$1.2 Million purse put up by Amazon for participating authors for the month of May.

Tom Santos: I wrote *My Son Todd & My Guardian Angels* for my grandson. I wanted him to know about his father, who died 6 months before my grandson was born. The book seemed to take on a life of its own, and developed into a memoir of how I was learning to cope with my loss. As authors, we write what we feel are interesting books hopefully we will get them into the hands of people who enjoy them. However, we never know how or who these books will have an effect on or how they will be affected.

D'vorah Lansky just published the first book in the Build a Business with Your Book, Book Series. This came on the heels of her recent Book Marketing Challenge Online Event, which was attended by over 3,000 authors from across the globe. To check out D'vorah's newest book head over to www.BuildABusinessWithYourBook.com/book

Ann Jamieson's copies of Volume IV of *For the Love of the Horse* sold out at the chain store in Alaska!

Henry Traverso's article highlighting significant small art museums in New England will be published in the November-December issue of *Yankee* magazine,

Bill Rockwell's recently published, second novel, a murder mystery entitled, *Not Privileged to Know*, has been met with

great reviews. It is the first of a trilogy involving the murder of one of a set of psychically connected twins in Washington, D.C. and the political conspiracy that triggered her murder.

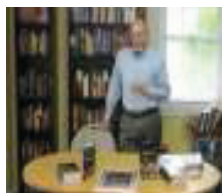
Everyone's Universe (second edition) by **Noreen Grice** received First Runner Up in the 2014 Eric Hoffer Book Award for Reference. Also *Everyone's Universe* (second edition) was named a Finalist in the 2014 da Vinci Eye Book Contest for Book Cover Design.

A Celebration of Words, the launch for *Live These Words* by Connecticut author Lucinda Secrest McDowell welcomed more than 100 people to a sold-out event at the Mark Twain House in Hartford May 10. Guests enjoyed word games, refreshments, special music by Hartt School professor Gregory Babal and a Q&A with McDowell who signed after the event, which landed the daily photo for Publishers Weekly. The event was produced by CAPA member **Lauren Yarger** of TheWritePros.com.



Photo (l-r) Lucinda Secrest McDowell, Dawn Aldrich, and Peggy Fountain.

Replacement Child, by CAPA member **Judy L. Mandel**, has been recognized as an excellent Autobiography/Memoir for 2013 by the Independent Publisher Book Awards! Conducted annually, the Independent Publisher Book Awards honor the year's best independently published titles from around the world.



W.R. Wilcox's recent book signing event took place at Book & Boo's in Colchester and was a great success.

Photo: W. R. Wilcox

Lenora Sumsky recently (May 22, 2014) received an award from the Society of Professional Journalists, Connecticut Chapter, Excellence in Journalism 2013 Awards Competition. The award was not for writing, rather it was for photography. The award was: First Place, Regional Non-Daily Photography, News Photo

Undertow: Surviving the Predatory Psychiatrist, A Memoir, by **Trudy Seagraves**, is now available on Amazon, and soon will be on Kindle, as well. This raw and unvarnished account of three years of sexual and emotional trauma, is one of only seven such memoirs published in the last 37 years.

June Top Ten: Ten Reasons Why Most Books Do Not Sell More Than 100 Copies

There are 400,000 ISBNs issued annually for new books. Yet 93% of all these books will sell less than 100 copies. Why? Because people write and publish a book under one or more of these erroneous conditions:

1. Writing with the assumption that the content is different from anything ever written on the topic, or that no other book exists on the subject
2. Thinking one's book is for everyone and not defining the target reader or niche.
3. Describing a personal experience under difficult circumstances ("Everyone said I should write a book about that.") and assuming, a) that it applies to other people, and b) that they will be interested
4. Publishing without a fresh perspective on the topic, one that target readers will perceive as different, important and relevant
5. Expecting a book to sell with no – or limited – marketing support from the author
6. Publishing a book that is unedited and not using a professional designer for cover and page layout
7. Not understanding the publishing business (distribution, pricing, competition, promotion, finances)
8. Selling only through bookstores (bricks and clicks) and not pursuing non-bookstore buyers
9. Pricing a book based on page count or competition, and not considering its market value
10. Not preparing strategic, practical and objective marketing and financial plans

Schedule of Upcoming Meetings

CAPA CENTRAL



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

June 21: Charles Salzberg

July 19: Annual Summer Picnic

August 16: Presenter TBA

CAPA SOUTHEAST



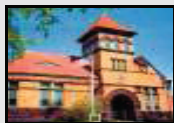
Location: Groton Inn & Suites 6:30 pm (Tom Santos, santostom@comcast.net; find current meeting information at <http://www.aboutcapa.com/capase.htm>)

June 16: John-Manuel Andriote — Marketing Your Self-published Book

July 21: Brian Jud — How to Sell Your Book to Non-Bookstore Buyers

August 18: Annual Picnic — Ron Janson's home, South Lyme, CT

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>)

June: Date and topic TBA

July: Date and topic TBA

August: Date and topic TBA

CAPA BOOK-NETWORKING MEETINGS

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

July: Date and topic TBA

August: Date and topic TBA



CAPA NORTHEAST

Location: Mansfield Public Library, 54 Warrenville Rd. (Rte. 89) Mansfield Center 6:30 pm (Daniel Blanchard, Dan007blanchard@gmail.com; <http://www.aboutcapa.com/capane.htm>)

June 11: Carol Mon — Networking for Introverts

July 9: Chris Knopf (Author of fiction; President of Mintz & Hoke)

August 13: Bill Corbett (expert on speaking)

Sept 10: Julia Pistell (from Mark Twain House)



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/>).

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 CAPA webinar is:

June 19 at 6:00 pm ET: Bowker's Tips for Selling More Books; sign up at <http://tinyurl.com/mrj62d9>

The APSS 2014 Sales Conference will be held on October 24—25 at the Embassy Suites Hotel, Philadelphia airport. Save the date! What was it like to be at the APSS 2013 Sales Conference? Listen to a podcast describing it: <http://tinyurl.com/lquwa4h>

July

5-6	East Lyme	Niantic Outdoor A&C Show
11-13	Bethel	Annual Summer Festival
11-13	Enfield	4th of July Town Celebration
11-13	New London	Sailfest
12	Hartford	Riverfest
18-20	Hartford	Greater Hartford Festival of Jazz
19	Newington	Mill Pond Park Extravaganza
26	Colchester	Festival on the Green
26-27	Mystic	39th Annual Summer Show
26-27	Old Saybrook	Arts & Crafts Festival 51st

August

2	Hartford	Taste of the Caribbean & Jerk Festival 9th
2	Sharon	Sharon on the Green A & C Show 55th
2	Stonington	Village Fair 62nd
8	Clinton	Annual Summer Fair
8	Goshen	Litchfield Jazz Festival
9	Guilford	Craft Fair & Festival
10	Mystic	Outdoor Art Festival 57th
15	Somers	Hartford County 4-H Fair 78th
16	Branford	Woodstock on The Branford Green
16	Essex	20th Annual Essex Arts & Crafts Fair
16-17	Hartford	Dragon Boat Races & Asian Festival 14th
21- 24	Brooklyn	Brooklyn Fair
22-23	Terryville	Terryville Country Fair 66th
30	Goshen	Goshen Fair



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