



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 22 Issue 6

June, 2015

July 18— Our Annual Summer Picnic and Book Fair

We cordially invite CAPA members, their families and friends to our annual summer picnic. This is a great time of year to meet up with old friends while making new ones. Bring a favorite dish to share. This year we are continuing the book fair. If you are a CAPA-member, bring your book(s) for signing and selling.

The picnic will be in our normal meeting room at the Sycamore Hills Park Community Center, on July 18 from 10:30 am to 12:30 pm.



Photos by Debbie Kilday

Meet Jo Gillespie — June Meet-A-Member

By Jason Mark Alster

Meet Revolutionary War period/historical fiction writer Jo Gillespie, author of *When Revolution Calls* and its sequel, *Revolution Rising: Book Two of the Tewkesbury Chronicles*, about Captain Oliver Tewkesbury, an aide to George Washington. (What a coincidence: I am writing this interview on Memorial Day Weekend, just after returning from a trip to the Lake Champlain/Lake George area, where I re-visited Fort Ticonderoga.)

Jo Gillespie hopes her books about the times of the founding of America come as a way for readers to imagine what it was really like to live in those times. Better yet (for



Connecticut readers), parts of the book take place in Granville, Connecticut, which is usually dwarfed by the subjects of writers of other Revolutionary War novels and films.

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Contributors

Jason Mark Alster
Adele Annesi
Kathi Dunn
David Garnes
Jo Gillespie
E. J. Hagedorn
Shel Horowitz
Ann Jamieson
Brian Jud
Debbie Kilday
Michael Larsen
Lori Dolney Levine
Pam Lontos
Tom Santos

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The Cover Story - Kathi Dunn

(Dunn+Associates designs stellar book covers and marketing materials for bestselling authors, and indie publishers. <http://www.dunn-design.com>, kathi@dunn-design.com)

The More You Know Eagles Nest Publishing

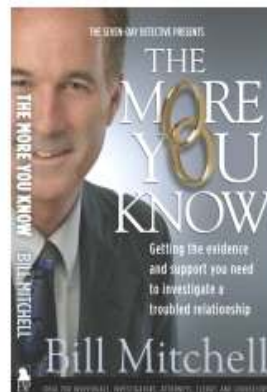
This book about the sensitive topic of adultery was delivered to us mid-stream by a self-publisher who was receiving negative feedback on his original cover. After in-depth discussions with the author, we discovered that the book's message is not about adultery but, instead, it is about suspecting adultery and what to do about that. In redefining the intended audience, we first encouraged the author to reconsider the title and subtitle. The bright color palette and juvenile illustration were also abandoned for a more sophisticated on-target approach.

Knowing that this author had major media exposure potential and one goal of this book was to promote his business, we redirected the visual focus to him as a leading au-

thority. The double wedding rings interlocking the o's in the title words add a subliminal splash of hope. Since books are most often shelved spine out, this spine is especially intriguing with the critical placement of the author's eye right in the middle of it, instantly grabbing browsers' attention.



Before



After

CAPA Board of Directors

CAPA Officers' & Board Members' Contact Information

Founder	Brian Jud	brianjud@comcast.net
Co-Founder (CAPA)	Jerry Labriola	Labriola00@aol.com
President	Deborah Kilday	kildaycrafts@aol.com
Vice President	Steve Reilly	sriles40@aol.com
Treasurer	Brian Jud	brianjud@comcast.net
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Immediate Past President	Richard Moriarty	rmoriarty285@earthlink.net
Newsletter	Brian Jud	brianjud@comcast.net
SECAPA Chairman	Tom Santos	santostom@comcast.net
SWCAPA Chairman	Steve Reilly	sriles40@aol.com
Program	Brian Jud	brianjud@comcast.net
CAPA University	Peggy Gaffney	gaffney@kanineknits.com
Membership	Dick Benton	roberton@optonline.net
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The Big E Bookstore	Deborah Kilday	kildaycrafts@aol.com
Publicity	Dennis Schleicher	dennisschleicher@me.com
Networking	Jason Alster	jasonalster@gmail.com
Social Networking	Peggy Gaffney	gaffney@kanineknits.com
Past-President, Advisor	Beth Bruno	bethbruno@comcast.net

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.

Send submissions for the **Meet-A-Member** column to Jason Alster at jasonalster@gmail.com

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

Jo Gillespie — Continued from Page 1

Jo says that while historical fiction focuses on leadership and the main actors of the time, she was more interested in presenting the daily life of the everyday soldier. She also points out that what her research has shown is not exactly what we were taught in school. For instance, this might mean a sharper focus on the dynamics of the dispute and interaction between loyalists and patriots, reminding us that the Revolutionary War was a civil war, too.

I asked Jo if her family had any connection to those times. She said her great-great grandfather, Jonathan Adams, a cousin of John Adams, was a first selectman in Holliston, Massachusetts, and penned a copy of the first Declaration of Independence. An interesting fact she discovered is that many towns were frustrated that the Continental Congress was not coming up fast enough with copies of the Declaration of Independence, so local towns made their own declarations.

Mrs. Adams also had ten children in 14 years. Having had two children by comparison (“and that was not easy”), Jo admires what women of those times went through, for example, the diseases their children had like small pox.

I asked Jo what is the main message her books teach about that era. “The revolution,” she replied, “was about sacrifice and perseverance, the things that were essential for survival.”

Reviewers of her books enjoy the fact that Gillespie makes her

characters believable. They hold your interest throughout the narrative. One reviewer has written, “I felt as though I was in the midst of Washington's New York forts with the colonists and in the farmhouse in Granville, Connecticut.” Another said, “*When Revolution Calls* changed my take on this important period by simply making it come alive through the characters in her book. No longer was the revolution a bunch of boring facts about who did what and where. Real people were introduced into the mix. The reader can't help but identify with the characters and through that process 'feel' the effects of the most momentous of time in our history as a nation.”

Jo likes to do author book signings, and I imagine she was somewhere on Memorial Day helping readers relate to the spirit of 1776. She is devoting herself full-time to her writing, with her next book to be about the War of 1812.

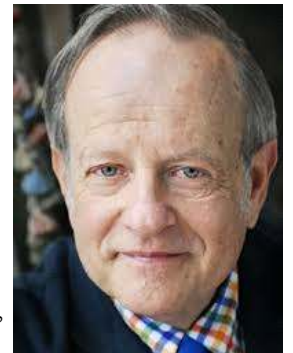
For further information, please see Jo Gillespie's website at <http://www.jogillespie.com/>.

Have a new book by tomorrow! You don't have to write a new book, just describe it differently. Tell retailers your content will help them be more profitable, Tell librarians it will help their patrons. Tell associations it can help them increase their membership. Tell corporate buyers it can help them solve a business problem. Your content will seem pertinent to them, and that can help you sell many more books. Your book is not what it is, but what it does for the buyer.

The 10 Essential Elements of a Successful Writing Career

By Michael Larsen

You can create a literary ecosystem: a balanced, organic, evolving, sustainable, inter-dependent, international, environmentally sensi-



tive community. Your system will be unified by two holy trinities and by passion, interest, service, connection, and commerce. The ten circular, integrated elements of your literary ecosystem will be

- **Passion**—your love for creating and communicating your work
- **Purpose**—literary, publishing, and community goals that inspire you to achieve them
- **Professionalism**
 - knowledge about writing, publishing, and your field
 - the holy trinity of craft: reading, writing, and sharing
 - the holy trinity of commerce: communities, a platform, and test-marketing
- **Perspective**—understanding that developing your craft and career is a long-term process

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Connections

Adele Annesi

Now that summer's almost here, it's time for a deeper dive into the cool blue of this month's writers' resources.

All Indie Writers

<http://allindiewriters.com>: All Indie Writers is a hub for serious, professional, independent writers looking to make a living publishing their work. The site is owned by blogger, business writer and author Jennifer Mattern, who freely admits she doesn't coddle writers. Mattern advocates writing as real work and notes that not everyone will like what they read on her site. But serious, hardworking writers seeking advice, tips, resources and community will find a good home.

Google Book Ngram Viewer

<https://books.google.com/ngrams>: Google Book Ngram Viewer is a viable research site that allows visitors to enter phrases into the Viewer, which displays a graph showing how the phrases have occurred in a corpus of books (e.g., "British English", "English Fiction", "French") over the selected years. Users can also monitor the Viewer for trends and usage.

Worldwide Freelance Writer

<http://www.worldwidefreelance.com>: This site was founded with the aim of providing information on global freelance writing markets. Still increasing in popularity, Worldwide Freelance Writer has a database of more than 2,400 publications worldwide and is one of the leading resources for freelance writers seeking markets for their work. The site also has great free information, newsletters and membership options.

Writer Unboxed

<http://writerunboxed.com>: Writer Unboxed started in 2006 as a collaboration between aspiring novelists Therese Walsh and Kathleen Bolton, and became a forum where they can publish their observations and those of other writers anytime. The site includes contributors ranging from unpublished to bestselling authors and industry leaders. Writer Unboxed is still growing as a diverse and vibrant community for writers.

Writerpitch

<http://writerpitch.com>: Writerpitch melds the worlds of literary agents and writers under one roof, enabling writers to have their pitches read by hundreds of literary agents. The details on how this works is available at the site, but the gist is that you post a pitch and interested agents can instantly request the manuscript. Writerpitch also has Agent Craving, which shows what the agent is dying to see in his or her inbox. Agents can search pitches by genre and easily request materials.

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. Email her with questions and queries at annesia@sbcglobal.net.

"The talent of success is nothing more than doing what you can do, well."

Henry Wadsworth Longfellow

Elements— Continued from Page 3

- **Products and services**—as much scalable, first-rate work in your field as you can generate in different forms and lengths that you re-purpose in other media
- **People**—win-win relationships with engaged, committed, growing communities of people you serve who want to help you, because they know, like, and trust you
- **Platform**—your continuing visibility, online and off, on your subject or the kind of book you write with your communities and potential buyers
- **Pre-promotion**—test-marketing your work in as many ways as you can
- **Promotion**—serving your communities by using your passion and platform to share the value of your work
- **Profit**—what you need to achieve your personal and professional goals and maintain the system

The importance of each element will vary, depending on what you write. Promotion and test-marketing will be more important for a book than a blog post.

Your ecosystem has to keep learning from and contributing to your communities, the hyper-connected human family, and the planet. Your system will continue to build synergy as long as you sustain it by enriching its soil with content and communication.

Make cultivating your ecosystem a lifelong quest. You will accomplish more than you can imagine.

The ABCs of the Editing Process: Be yourself, speak freely, and think small: William Zinsser By Roberta Buland



Some of the best sources for sparking ideas and learning about writing are reading successful writers' works. And while there are many to choose from, *On Writing Well: The Classic Guide to Writing Nonfiction* by William Zinsser (1922-2015) stands out. Although it was written in 1976, it has gone through repeated editions, including substantial revisions to include subjects like new technologies, the word processor, and new demographic cultural trends. It became a book that editors and teachers encouraged writers to reread annually in the manner of another classic on the craft of writing, *The Elements of Style*, by William Strunk Jr. and E. B. White

Although I have devoured Strunk and White, I first learned about Zinsser in a recent memoir course I took that referenced his essay, "How to Write a Memoir," in which his first sentence is "One of the saddest sentences I know is 'I wish I had asked my mother about that.'" He goes on to say a writer could have asked any ancestor—who had not yet died. Zinsser

writes that his father, a businessman with no literary pretensions, wrote two family histories in his old age. Why? To preserve the family history in order to pass it down to his children and grandchildren.

Be natural

One of Zinsser's principles is "Don't try to be a writer." He continues, "My father was a more natural writer than I am, with my constant fiddling and fussing. Be yourself and your readers will follow you anywhere. Try to commit an act of writing and your readers will jump overboard to get away."

The memoir is you, the writer! Trying to be anyone else won't cut it. While not all of us are writing memoirs, the advice is applicable to all writing because it is so simple.

In his book *On Writing Well*, Zinsser discusses this principle and others: "Ultimately, the product any writer has to sell is not the subject being written about, but who he or she is." He adds: "I often find myself reading with interest about a topic I never thought would interest me — some scientific quest, perhaps. What holds me is the enthusiasm of the writer for his field." So, demonstrate your passion in your writing, and followers will come.

Principles of writing

Zinsser's advice is straightforward: Write clearly. Guard the message with your life. Avoid jargon and big words. Use active verbs. Make the reader think you enjoyed writing the piece. He conveys that himself with lively turns of phrase. "There's not much to be said about the period except that most writers

don't reach it soon enough," he writes. "Abraham Lincoln and Winston Churchill rode to glory on the back of the strong declarative sentence," he pens in another work (1988).

Ronald Kovach writes in "The Writer" (2002) of a more recent Zinsser book that it can add up to more fun than some readers might have expected. "You actually enjoy reading it, rather than feeling like you're eating your spinach."

Leave out clutter

"Don't be afraid to fail," and "Be wary of security as a goal," Zinsser writes. And, he says, if the freelancer's life makes you feel lonely, then try teaching. When he arrived at Yale in 1970, nearly 200 students applied to take his course, "Nonfiction Workshop," that had room for only 20! The popularity of the course stemmed from students' desperation to really learn grammar and syntax in order to be successful writers. In fact, one student later said, "The first lesson he taught was what to leave out. He was a demon about clutter."

You don't have to agree with everything that Zinsser advises, but his expertise resulted in selling over 1.5 million copies of *On Writing Well*. For me, that's enough to heed his advice. And what a legacy he gave us for his 92 years on earth!

Comments? Write to
rjbuland@comcast.net

Roberta J. Buland is the owner-editor of RIGHT WORDS 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 published the video " Improve Your Reading Speed and Comprehension."

CAPA member **Adele Annesi** says: Now in its third year, the 2015 Ridgefield Writers Conference announces Lary Bloom as the Saturday keynote speaker for this event, which begins the evening of Fri., 9/25, and runs through Sat., 9/26, at the Ridgefield Library in Ridgefield, CT. One of the most instructive short conferences for writers, the event offers new workshops and resources, networking receptions and readings. It features faculty-led workshops in long and short fiction, nonfiction, memoir, creative nonfiction, storytelling and cultural narrative. Our agents, editors and publishers will discuss the publishing process and how to succeed in the writing life. To apply, visit <http://ridgefieldwritersconference.blogspot.com>, or contact us at 203.894.1908, or email a.annesi@sbcglobal.net.

Shel Horowitz, who has spoken at several CAPA meetings and CAPA-Us, has just published his ninth book, *Green And Profitable*, a compilation of the internationally syndicated monthly column he wrote for four years. The column shows a number of strategies for combining environmentally friendly approaches to business with a healthy profit.

David Garnes will teach a Noon Institute class, "The World War II Home Front: Recreating the Past," at Manchester Community College on August 21, noon-1:30 p. m. David's novel *Waitin' For The Train To Come In* is set in wartime Springfield MA. For registration information, see www.manchestercc.edu/continuing-education

Ann Jamieson got a free week-long trip to Tuscany in absolutely deluxe accommodations in exchange for writing articles about it!

E. J. Hagedorn's most recent publication, *Spring-Heel'd Jack*, is a picture book about a Victorian bogeyman. He submitted it to the International Book Awards a couple months ago, and just recently got the results back: In the category of Children's Picture Book: Softcover Fiction, *Spring-Heel'd Jack* was awarded as a finalist.



Tips For Creating New Products By Brian Jud

Publishers pride themselves on coming up with creative ideas for new titles. Indeed, it is a requisite task for long-term success. But innovation for its own sake is less likely to lead to profitable new content or services (for both you and your customers) than will an inventive concept developed to solve a prospect's problem. Here are the **Top Ten Tips For Creating New Products and Services with Your Customers in Mind**

1. Develop ideas that meet market needs *and* contribute to profitability
2. A first step may be to redefine your mission from that of publishing books to solving readers' problems with your content
3. Analyze your business model for consistency in purpose -- does it need re-invention
4. Recognize that solving market problems presents simultaneous operational challenges and opportunities for growth (on which will you dwell?)
5. Product and service innovations should be scalable
6. The result of a creative session is not just an idea, but practical content that when implemented benefits customers and your business.
7. The pursuit of shared value must be communicated internally and externally
8. Involve your customers, your mastermind colleagues and prospects in creative focus groups to develop concepts and implementation strategies
9. Establish milestones to evaluate progress toward optimum mutual benefit creation; consider an exit strategy if execution goes awry
10. Seek opportunities for shared value outside your core business (i.e., in special sales or non-bookstore segments)

When you speak to groups about your book, have a hand-out

Tip by Pam Lontos

Don't make your hand-out an ad. Put in interesting facts about your topic that benefit those in your audience. Don't make it a fill-in-the-blanks format. Make it something the audience would want to keep because it's valuable or interesting or fun. It could be "10 Tips on Buying a House" or "Foods Highest in Antioxidants." This way, they will take it home and want to buy your book for even more information.

Often people see or hear of your book but then forget the title before they have a chance to buy it. With a hand-out, they have the name of your book with them.

Pam Lontos is Author of "I See Your Name Everywhere" and recipient of the IRWIN Award for "Publicist of the Year" and President of Pam Lontos Consulting, Tel: 407-522-8630; Pam@PamLontos.com; www.PamLontos.com, www.twitter.com/pamlontos, www.facebook.com/pam.lontos

Media Tip

Avoid what Lori Dolney Levine calls "The Smart Factor," where you feel you have to impress the audience with how much you know. If you help people in some way, if you know what you are talking about, then you look smart. Let them know immediately that you are not there to try to impress them, but to help them overcome some problem they have or could have. Know who you are and speak from your heart.

Schedule of Upcoming Meetings

CAPA CENTRAL



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

June 20: Millie Grenough

July 18: Summer Picnic

August 15: D'Vorah Lansky: Podcasting

September 19: Tish Rabe—children's book author

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 15: Jason Alster: "Improve Reading Speed & Comprehension"

July 20: Brian Jud: "How to Sell More Books More Profitably"

August 17: Annual Picnic, Nancy Rupert's home in Stonington, CT

September 21: Best Western, Olympic Inn, Rte 12, Groton, CT

CAPA SOUTHWEST



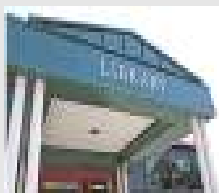
Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, sriles40@aol.com; find current meeting information at <http://www.aboutcapa.com/capasw.htm>)

June 8: Topic TBA

July 13: Topic TBA

August 10: Topic TBA

CAPA NETWORKING MEETINGS



Location: Wethersfield Public Library on the last Saturday of every month (Jason Alster, jasonalster@gmail.com)

June 27: Networking topic TBA

July 25: Networking topic TBA

August 29: Networking 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/>).

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 two free webinars sponsored by CAPA are :

“Expand Your Reach by Getting Featured on Podcasts in Your Niche,” By Dvorah Lansky; Thursday, June 11, 6:00 pm; Sign up at: <http://tinyurl.com/lsp8e2c>

“Mid-Year Marketing Checkup,” By Brian Jud; Thursday, June 25; 6:00 pm; Sign up at <http://tinyurl.com/laja7gr>

July

4-5	Ansonia	Midsummer Fantasy Renaissance Faire
4-5	East Lyme	Niantic Outdoor A&C Show
10-12	New London	Sailfest 2015
11	Hartford	Riverfest
11	Madison	Madison Markets
17-18	Guilford	Craft Expo 2015
17-19	Hartford	Greater Hartford Festival of Jazz
18	Newington	Mill Pond Park Extravaganza
18-19	Essex	Fine Arts Craft Fair
25	Colchester	Festival on the Green
25- 26	Old Sayborrk	Arts & Crafts Festival

August

1	Madison	Madison Arts & Crafts Fair
1	Stonington	Village Fair 63rd
1-2	Mystic	42nd Annual Summer Show
6-9	E. Hartford	Podunk Bluegrass Music Festival
7-8	Clinton	Annual Summer Fair
7-9	Goshen	Litchfield Jazz Festival
8-9	Mystic	Outdoor Art Festival 58th
15	Bristol	Rockwell Park Summer Festival 4th
15-16	Hartford	Dragon Boat Races & Asian Festival 15th
1-23	Farmington	Dream Ride Artisan & Crafter Paradise 14th
21-23	Wolcott	Wolcott Fair 37th
28-30	Terryville	Terryville Country Fair 67th



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