



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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When Mission Meets Marketing

By Teresa M. Norris

Since publishing my book on my experience with my mother's dementia, I've been on a roller-coaster ride. I'll admit at the offset that I did everything wrong in the marketing department – that is I did *nothing* in the marketing department. No platform building. No plan of attack. No real idea of who/what my market might be. Maybe I figured my book would speak for itself and even sell itself. Yeah, right.

Now with a couple of years under my belt, I've learned some things. I recognize I have a niche market and

need to establish connections in those areas. I've spoken at assisted living facilities and hospice inservices. Last year I



was the featured author at the CT Alzheimer's Association's Edu-

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 Lenora Sumsky

Meet A Member: Lenora Sumsky By Will Dunlop

After a childhood in the suburbs of Detroit and a college degree (B.A. in Communication Arts and Sciences), Lenora Sumsky held different positions at Fortune 500. But she never forgot the award-winning poem she wrote in middle school or the newspaper she worked on during college. Indeed, most of her positions called for some amount of writing. She retired to look after her son, and then, when he was old enough to fend for himself, she got back into the craft.

Now Lenora's a freelance writer and photographer, focused on issues relating to children and families. She prides herself in uncovering seemingly insignificant details that bring stories to life and capture the essence



of a topic. She enjoys the writing part of the process, but also likes the research.

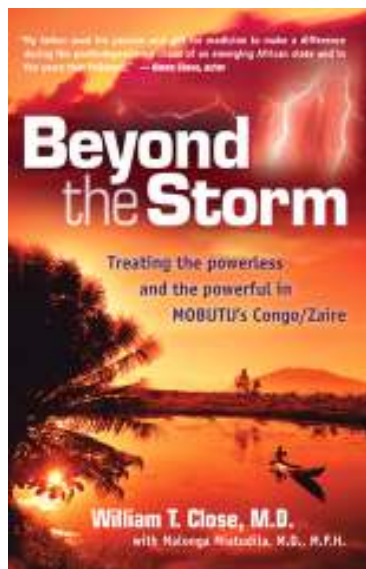
"I love words," Sumsky says. "It might sound a little crazy, but I like

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Cover Design Strategies — Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She can be contacted at www.knockoutbooks.com)

This book is based on real life experiences of Dr. Bill Close during the post-independence chaos of Congo, Africa circa 1960. It was important to capture the native African feel on the cover visually. The lightning was superimposed on the clouds to indicate the impending dictatorship of Mobutu. Strong fonts and rich colors evoke the passion, heat and conflict in the book. The use a testimonial from his daughter, Glenn Close, was displayed on the front cover for additional marketing impact. Historical photos of Dr. Close and President Mobutu are used on the back cover and flaps.



Media Tip

Avoid what I call the "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. It's not important to look smart. It's more important to look believable.

Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*

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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: Lenora Sumsky Continued from Page 1

to play with words; I like the nuances of words and stringing words together that connect readers to a topic in ways that inform and inspire. I hope my writing engages readers and helps them appreciate different points of view or look at topic from a different perspective.”

Lenora writes mostly nonfiction (including newspaper articles and press releases), but she also has two fictional children’s picture books and another story that won 2nd place in the CAPA Annual Writing Contest, Children’s Story division. She has over 300 publishing credits in magazines and newspapers and writes frequently for the “Catholic Transcript” newspaper, which is close to home. She’s also written for “Amazon Rainforest News” and “FamilyFun” magazine.

At present, she has completed a book proposal for a nonfiction book and is looking for an agent, while also working on platform-building and blogging related to the project.

Lenora appreciates CAPA, believing it provides her with a constant stream of usable advice that has helped make her a better writer. It is also how she met her critique group, whose members have helped her strengthen her craft and persevere in her goals.

Lenora’s photography has won her contests in the Connecticut Society of Professional Journalists and the New England Press Association. She also took second place second place in a human interest feature story contest for the latter publication.

To learn more about Lenora Sumsky, visit <http://www.lenorasumsky.com/>

Internet Connections By Adele Annesi

Spring is in the air, and so are great books. This month’s focus on reading features sites that help authors connect with readers, and helps readers find your work.



Book Reads and Reviews <http://bookreadsandreviews.com>: This popular site touts fair and honest book reviews that don’t go for the author’s jugular. Although there’s always the risk that the reviewer won’t like book, authors may get a high rating and benefit from it.

Bookish <http://www.bookish.com>: Launched in February 2013, this editorially independent site gives readers expert book recommendations, and uses insights from editors and proprietary recommendation technology. Bookish features great content about books and authors, such as articles, essential booklists and other book-related stories.

Byliner <https://www.byliner.com>: Byliner provides a vast selection of authors to bring the right story for every moment and mood, with perfect-sized fiction and nonfiction for coffee breaks, commuting time or an evening in. Readers can follow bestselling authors and discover great new stories. Byliner is ideal for deciding what to read next.

Librarything.com <https://www.librarything.com>: This online service helps people catalog their

books, and features access to the catalog from anywhere—even mobile phones. Because everyone catalogs together, LibraryThing also connects people with the same books, and suggests what to read next.

NoiseTrade <http://books.noisetrade.com/info/about>: NoiseTrade helps authors and publishers build email lists by giving away e-books and audiobooks in exchange for email addresses and postal codes.

Readprint.com <http://www.readprint.com>: Readprint offers thousands of free online books, and enables users to track what they’ve read, and what they’d like to read. Readers can discover new books, get recommendations, discuss books, and join online book clubs and groups—all for free.

Happy writing!

Adele Annesi is an award-winning development editor with Word for Words <http://www.adeleannesi.com/Word-for-Words--LLC.html>, which specializes in manuscript evaluations and editing services for emerging and established fiction and nonfiction writers. For information, contact a.annesi@sbcglobal.net, or visit Word for Words <http://www.adeleannesi.com/Word-for-Words--LLC.html>.

CAPA-U 2014 is Coming

It’s not too early to start thinking about CAPA-U on May 10! Brochure and registration forms are at www.aboutcapa.com.

Report from Midwinter ALA

By Rosemary Harris

I confess I have a soft spot for librarians. Not just the kindly gray-haired mentor of my youth (ha...she must have been all of forty!)...

Or the ones who joined my friend's conga line twenty years ago at a memorable American Library Association convention in San Antonio (they're a rowdy bunch once they get going)... But the ones who are out there, all over the country, who still get excited about books, who care about content and who have had their industry and livelihoods rocked by the changes in both the publishing world and in technology.

I've attended many ALA conventions - first, when I was in the video business and later with my Big Five publisher and Sisters in Crime. This time I'd be flying solo. I wanted to see if the librarians who had supported my traditionally published books would be as interested in my indie efforts.

To that end, last October I sought to become an approved vendor to Baker & Taylor. Yes, Ingram Book Co. is bigger, but B&T is still the librarian's first choice when it comes to purchasing. No idea why. After three months, I was approved. All I had to do was make a one-time payment of \$300, agree to accept returns and do a certain amount of business with them every year. Piece of cake. But, while I was waiting to be approved, I attended a Self-Pub Expo in NYC. There I learned about IngramSpark.



IngramSpark does what Createspace Expanded Distribution does not. It will sell your books to retailers, libraries and Baker & Taylor at their standard terms and discounts. Not the short discount ED offers to retailers. (And if fact, ED won't get you into libraries unless you have a CS-generated ISBN. A distinction I still don't get.) Yes, the author makes less on every book sold through IS. But I'd rather make less money on something that gets sold than more on something that doesn't. Is it a drag to have to send two sets of files to both Createspace and IngramSpark? Sure. But less of a drag than having to accept an order from B&T, place one with Createspace, have them drop ship to B&T, and then deal with billing, returns, etc.

So my B&T form and check are in my letter file (I was literally ready to mail it when I found out about IS.)

Just because I've built it, will they come? That remains to be seen. My reception at ALA was very warm. Admittedly, The Small Press area was in the farthest reaches of the convention center, but librarians are thorough and meticulous, so we got our share of foot traffic. Will they order?

I'll keep you posted.

Rosemary Harris is the author of [The Bitches of Brooklyn](#). She also writes the [Dirty Business](#) mysteries set in Connecticut and featuring amateur sleuth Paula Holliday. Her debut novel, [Pushing Up Daisies](#) was nominated for an Agatha and an Anthony for Best First Novel. She is past president of MWA's NY Chapter and SINC's New England Chapter. Visit Rosemary at www.rosemaryharris.com and Like her on Facebook at www.facebook.com/RosemaryHarriswriter

What Are Point of View and Tense?

By Eileen Albrizio

Point of view (POV) is the perspective of the story as told by the narrator. Tense is the time in which the story is being told. How these work together determines your novel's success.

POV:

First-Person narrator is a main character telling the story as he sees it. He uses the pronouns "I" and "we" throughout. Often he is the protagonist, but could be someone close to the protagonist. We know all thoughts and feelings of only that character. We cannot get into the head or heart of any other character.

Second Person is an outside narrator telling the protagonist what is happening to him. He uses "you" and "your" in the delivery. Second person puts the reader in the role of the protagonist, which can be cumbersome because the reader is constantly told what to do and how to feel. Second person is often reserved for short stories.

Third Person Limited is an outside narrator who sees everything that is happening around all characters. It's limited because although he sees everything, we can only get into the mind and heart of the protagonist and no other character.

Third Person Omniscient can see, hear and feel all things about all characters. He knows the past, present and future. However, just because he knows everything, doesn't mean he reveals everything. He strategically doles out information. Likewise, although the narrator can get into everyone's head, reserve one scene or chapter at a time for each character's

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The ABCs of the Editing Process: What Happens After Your Manuscript Has Been Edited? By Roberta Buland



What happens after your manuscript has been edited?

The Edited Manuscript

Your editor has returned to you your manuscript with her edits. Included with it may be a letter listing concerns, queries, and suggested changes. Since you are the author, you are free to make whatever changes and/or rewrite, based on her suggestions. However, remember that the editor is on your side and heeding her suggestions will be of benefit to you in preparing your manuscript for publication, whether you plan to submit it to an agent or publisher, or self-publish it.

Plan of Action

Your editor may also include a plan of action for you to follow to make changes. A suggested method is:

- Take a deep breath.
- Review all her queries and proposed corrections on each page. As you do so, make notes and your reactions on the pages or in the margins. Be sure that all the changes and edits make sense and are reasonable.
- Go back to your computer and

make changes. This assignment will entail a lot of time and effort on your part.

- When you have finished, review everything to be sure it reads the way you wish it to. If your editor has made changes that you disagree with, discuss them, change them and/or resolve them.
- If the number of changes is substantial the manuscript may need a second edit. Consider hiring her to review changes in order to be sure everything has been addressed and resolved.

Why You Hired an Editor

- Your editor will make you look good!
- As a collaborative team, you and your editor strive to do what is best for your manuscript. Trust her and respect her as a team member. If you have questions, ask!
- If your editor is puzzled about something you have written, it is probably true that readers will be also.

How to Follow up with Your Editor

- Thank her and offer to write a testimonial for her on her website, LinkedIn, Facebook, or any other social networking site.
- Recommend her to other writers and professionals.
- Send her a copy of your published product.

Finally, while you may not need help to be a writer, you will need a team to become published. An experienced editor on your team is crucial to becoming published.

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.

Albrizio Cont'd from Page 4

POV, otherwise the scene could be jumpy or confusing. Because the narrator knows the future, you cannot use this in present tense.

TENSE:

Present Tense:

Everything happens in the here and now. The only things revealed are what has happened and what is happening. There can be no foreshadowing because the narrator doesn't know the future.

Past Tense:

The story has already played out, so the narrator knows everything that has happened, is happening, and will happen. Therefore, you can foreshadow.

Future Tense

Nothing has happened yet. Everything is about to happen. There is an element of suspense, but because the reader is projecting into the future, you risk losing a sense of immediacy. This is often reserved for short genre fiction, such as sci-fi.

Those are your main choices. Try them on and see what fits. Good luck!

~ Eileen Albrizio – author and editor. www.EileenAlbrizio.com, EileenRain@aol.com

CAPA Members Celebrating Success

Award-winning writer and editor **Adele Annesi** a co-author and editor of the newly released *Now What? The Creative Writer's Guide to Success After the MFA*, a first-of-its-kind guide launched at the 2014 AWP Conference. This multi-genre guide published by Fairfield University Press is created and published exclusively by writers for writers. It offers a unique blend of advice and inspiration in essays, articles, instruction and resources designed to help aspiring authors thrive as lifelong writers.

Aventine Press has just released **Elaine Kuzmeskus'** new book, *Dream Zone: Dreams, Astral Travel, and Spirit Communication*. Vivid dreams, astral travel, and clairvoyant visions are all routine occurrences for CAPA member, Elaine Kuzmeskus. Her fascination with dreams began in childhood and eventually led to her career as a medium. Dreams have also been an inspiration in her writing career. In her latest book, she shares her knowledge of dream interpretation as well as ways to as communicate with the other side of life through the dream zone.

Jason Alster had two radio interviews this month . One with Miss ADD Blog Talk Radio about my work tutoring ADHD students with natural techniques and book/video "Being In Control Natural Solutions for ADHD , Dyslexia, and Test Anxiety". Blog Talk Radio interview <http://www.blogtalkradio.com/missadd/2014/01/20/the-search-for-natural-techniques-for-adhd>

The second interview with Melanie Burnell gallery owner in London England and Cultural Review about my new video " John Singer Sargent : Secrets of Composition and Design". https://soundcloud.com/mel_265/interview-with-jason-alster

Cynthia Bercowetz: I was asked to write an article for the 75th anniversary of the Lions Club in

Naples. Instead of writing the column in the same manner that we held a 75th anniversary party and the governor r was our guest speaker, I wrote the column as I was Hedda Hopper, one of the most popular gossip columnists in the 1950's. It was an instant success and everyone enjoyed the column.

Maria Carvalho will be reading her children's book *Hamster in Space!* and signing copies at the Book Club bookstore in Broadbrook, CT on March 30 from 2-3 pm.

Tom Geisler's book, *The Wedding Cup, or Sophonisba's Chalice and Other Tales* (Xlibris) will be among the books presented at the First Annual Spring Book Club Fair at the Harvard Club of New York on Sunday, April 6, 2014. *The Wedding Cup* is an historical drama, based on fact, set during the Second Punic War between Carthage and Rome. A prior version of the play was a semi-finalist in the O'Neill Playwright Conference Competition.

Publicity Tip

Monthly magazines have a 3-6 month lead time (depending on whether they are national or local) and they oftentimes like to review a book the month it's hitting the market. Therefore, if your publisher (or you) has not sent out information to magazines ahead of time, you will possibly miss the opportunity for book reviews. However, there are other opportunities for print coverage after publication, such as: being featured in a larger story as an expert, an excerpt from the book or submitting an article in exchange for a byline. It is important to keep this lead time in mind as the publicity campaign begins. A client often sees the magazine clips rolling in *after* the publicity campaign is already over, due to the long lead time.

Marika Flatt, PR by the Book, LLC
marika@prbythebook.com / www.prbythebook.com

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cation Conference, and I've made some good contacts.

So what's the problem? I think it stems from seeing my book and its message as a ministry, a mission to share comfort and advice to hurting people. I see *that* as a good thing. I am not thinking in terms of selling a book but of providing a service. Ah, but I still need to put a price on it.

I'm pleased to say I am usually paid for my talks – it's just that I don't know what to charge. I often say,

“Check your budget” and we take it from there. Alas, many venues tell me they have no budget for speakers, and that's when the equation gets even more complicated. I have turned down a couple of places; when the miles were added in, the math just didn't work.

Recently I participated in a tele-seminar on just this topic: How to get paid big bucks for speaking. The bottom line seemed to be you have to *ask* for that fee and promote yourself to show you are worth it. So is it all about being assertive?

I know other CAPA members have

similar considerations. How do they handle this dilemma? (Sorry if you thought I was going to provide answers!) I think most would agree: writing is easy, editing is hard. But marketing? Well, marketing for me is the pits.

*Teresa M. Norris is a CAPA member who handles publicity for the SE Chapter. She has authored a book, **Almost Home – How I Lost My Mother Without Losing My Mind: A Faith Journey**. She can be reached via her website at teresa@teresamnorris.com*

Schedule of Upcoming Meetings

CAPA CENTRAL



Sycamore Hills Park Community Center Avon, CT 10:30 am (<http://www.aboutcapa.com/avon.htm>)
 March 15 — 20th Anniversary Party
 April 19 — James Herbert Smith
 May 17 — Becky Parker Geist — Producing Audio Books

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>)
 Apr. 21: Groton Inn & Suites
 May 18: Groton Inn & Suites
 Jun 16: Summer Outdoor Meeting
 Jul. 21: Brian Jud, Summer Outdoor Meeting

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>)
 April — Date and presenter TBA
 May — Date and presenter TBA

CAPA BOOK-NETWORKING MEETINGS



Location: Wethersfield Public Library, 10:00 am – Noon (Jason Alster, jasonalster@gmail.com)
 March — Date and presenter TBA
 April — 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; <http://www.aboutcapa.com/capane.htm>)
 March 12: CAPA President Deb Kilday — Town Meeting format
 April 9: D'vorah Lansky — Virtual Book Tours

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/>).

April

6	Wethersfield	American Made
14	Southbury	Spring Showcase
21	Shelton	Autumn Craft Festival
21	Vernon	American Made
27	Berlin	Spring Fling Juried Craft Show
27	Storrs	Shop Like a Queen
27	Meriden	Daffodil Festival
28	Shelton	Welcome Home Vietnam Veterans

May

4	Vernon	Arts and Crafts Fair
5	Forestville	The Craft Fair
10-12	Brooklyn	Eastern Regional Carnival For A Cure
11	Windsor	Spring Arts And Crafts Fair 36th
18	South Windsor	Olde England Street Market
25	Bristol	"Save A Life" Community Extravaganza

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.

Mar 20: "Networking Made Easy," by Carol Mon; 6:00 pm ET: Sign up at <http://tinyurl.com/kzktxkh>

What was it like to be at the APSS 2013 Sales Conference? Listen to a podcast describing it: <http://tinyurl.com/lquwa4h>



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