



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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May 17 Speaker: Becky Parker Geist Audiobooks 101: The Ins & Outs, The Ups And Downs

People are listening! But how do you get them to listen to your book? What's the upside, and what pitfalls should you tiptoe around? Join us on a guided tour of the audiobook world! This talk discusses:

- The marketplace: what's going on in the audiobook industry and is it a good choice for your book?
- Your audience: are they listening to audiobooks? What formats?
- Getting started: how to make decisions that you won't regret



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Meet A Member: Maria Carvalho By Will Dunlop

Let's welcome Maria Carvalho to CAPA.

Maria is a Connecticut native from Ellington and a graduate of UCONN. Currently residing in South Windsor with her husband and nine-year-old son, she recently became inspired to write children's books.

"Being a reading volunteer for my son's elementary school class gave me a good sense of what works well in a children's book," she says.

Maria currently works drafting insurance contracts for MetLife and has been in her profession for many years.

"I plan to soon change careers and

become a reading assistant at a local elementary school," she tells me, "as I am passionate about working with children and reading. I also hope to spend more time writing."



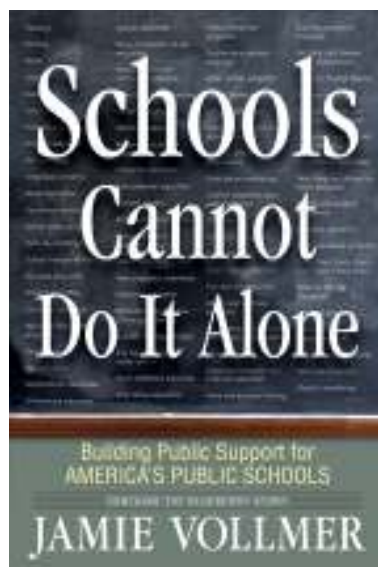
As a child, Maria loved to write. In college, she was a business major, but she jammed her schedule with

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Cover Design Strategies — George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to "1001 Ways to Market Your Books". Contact at www.fostercovers.com) george@fostercovers.com.)

This book is aimed at school administrators and policy makers and we want to convey that the author knows the challenges they have. The scene depicted is a classroom chalkboard with a list of schools' ever-increasing tasks and responsibilities written on it. The title is very large but a yellow subtitle jumps out. There is a reference to the famous blueberry story, meaningful to school professionals. The title's seriousness is supported by a subdued color scheme.



Media Tips

A good show for the audience is to have an interesting guest, a guest who has a passion for whatever he or she is talking about. The most important thing is that the guest be able to communicate, to speak in a way that attracts the audience's attention without a lot of jargon.

Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*

You don't want to come to blows, but if you disagree, you can respectfully disagree, and that makes for better television.

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

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Article Submission

The Authority welcomes articles written by members. Here are some guidelines that we would encourage.

Topics may cover any aspect of writing, publishing and marketing. Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues.

All articles will be edited. Submit single spaced with no built-in formatting. Submit all articles to Brian Jud at brianjud@comcast.net.

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

ARTICLES DUE BY THE 28TH OF THE MONTH

Meet a Member: Maria Carvalho Continued from Page 1

English courses and did a lot of writing for those. For many years after that, the only writing she did was of a technical nature for her job.

Then a few years ago, she read a good book, and something clicked. Maria “suddenly felt the need to start writing creatively again. I haven’t stopped since.”

As it is with most writers, writing fulfills something personal for her.

“There is something incredibly rewarding and satisfying about working through ideas in my head and getting them down on paper in a way I’m happy with,” Maria says. “I always tell my son what’s magic about writing is that the words you write are one of a kind—no one else ever has or ever will write the exact same words, and those words really can last forever. Plus writing can be so evocative and have such an effect on people.”

Maria writes in several genres: poetry, nonfiction, long and short fictional stories for both kids and adults.

And what gives her a good feeling is when she “figures something out.” It’s the problem/solution aspect of writing that intrigues her. And with her many completed works, Maria has had a lot of practice—mss, articles, poems, essays, novels, manuals, how-to’s.

“I recently self-published a children’s book entitled *Hamster in Space!*, which I have been reading and discussing with various local elementary school classes. I also wrote a short story called ‘A Flying

Leap’ which will be published in May in a travel-themed anthology called *Losing the Map*. Some of my poems were published in the *South Windsor Voices* book a couple years back.”

Maria is impressed with the variety of activities and information that CAPA offers and comments, “I think it will be very helpful to me as a writer, and also a great way to connect with my fellow authors!”

Find Maria Carvalho’s Amazon author page at: http://www.amazon.com/Maria-Carvalho/e/B00F12WLJI/ref=ntt_atr_dp_pel_1

Breaking Through the Fear of Writing a Novel By Adele Annesi

You want to write a novel but you don’t know where to start. You have great ideas, but when it comes to writing them



down, no words come. Other writers write, why can’t you? Some call it writer’s block; that nagging little gremlin in your brain preventing those brilliant words from forming. So you tackle that pesky gremlin and punt him out of your ears. Now you’re determined, but still nothing happens.

That’s because there’s a bigger gremlin lurking about. Fear. Don’t let those infamous words of Franklin Roosevelt fool you. There is much to fear about fear, and for writers, the number one fear is writ-

ing. It sounds like a strange dichotomy, but once you understand that fear is what stops you from writing, you can break through. First, list the possible fears that keep you from writing your novel.

- You don’t think you’re good enough.
- You fear what you want to write about isn’t interesting.
- What you want to write about is too personal.
- You fear you will be judged.
- Because creative writing tends to be personal, you fear you will hurt someone’s feelings.
- The desire to be published creates a fear of writing something unworthy of being published.
- You fear writing a novel requires creating an outline and formatting and that equates to math. UGH!

Take those fears and throw them away. It’s easy to do if you keep this in mind. No one will read your novel until you are ready to have them read it. You’re the only one who will see the words. So it doesn’t matter how nuts you get with it. Also consider this. You are creating a whole new universe, albeit a rather small one, but a universe nonetheless. And you are the god of that universe. You can do whatever you want, and if it doesn’t work, all you have to do is delete it and no one will know the difference.

Stephen King said in his book *On Writing*. “I’m convinced that fear is at the root of most bad writing.” Don’t be a victim of your own fear. Write with abandon. Go overboard. If it’s too much in the end, well, that’s what revisions are for.

~ Eileen Albrizio: author, editor.
www.EileenAlbrizio.com

May Speaker — Cont'd

Becky Parker Geist

- Enhancing sales and visibility using audio: How can audio help get your name out?

For authors of children's stories: Becky will also be sharing a whole new publishing opportunity for these writers!

About Becky Parker Geist

Becky Parker Geist is a voiceover professional and owner of Pro Audio Voices. After receiving her MFA in Acting, Becky began narrating Talking Books for the Blind (Library of Congress) in 1981 (back when recordings were made on reel-to-reel tapes!), narrating over 70 titles. She currently serves as Vice President of the board of the Bay Area Independent Publishers Association (BAIPA) and is a member of the California Writers Club (Marin branch). She has a podcast, blog and several free audio downloads on her website, www.ProAudioVoices.com.

Also a stage actor, director, and self-published author, Becky is currently on an open-ended tour of her one-woman show, *Joy with Wings: A Daughter's Tale*; she has also served as co-founder and Executive Director of Chaucer Theatre since its inception in 1996. Becky has co-directed and performed in most of that Company's productions, and collaboratively adapted 23 of the 24 classical *Canterbury Tales* for the stage. Becky has performed on tour in England, and as a core team member of Harold Improv Theatre in San Francisco and also EDEN2 Theater Ensemble, a professional touring company performing for family audiences.

Becky has been adjunct faculty at Solano Community College teaching theatre to youth, and directed several productions at Solano Youth Theatre. As a private acting coach, Becky has helped students get accepted into some of the most prestigious acting conservatories and competitions.

Becky is married to a classical composer and is the proud mother of three successful adult daughters. She loves reading, learning about quantum physics and consciousness research, inventing, networking, and living life to its fullest

Pro Audio Voices serves clients internationally, and is the go-to place for exceptional voiceover services for audiobooks, animation, and advertising, with an emphasis on materials with uplifting and inspiring stories and messages. Pro Audio Voices provides an easy and accessible path for authors and publishers new to audio production. Its Book Audiologist Award (with weekly finalists) helps authors expand their marketing efforts while exploring audio options.

Promote Your Book with a Virtual Book Tour

by D'vorah Lansky, M.Ed.

A virtual book tour is an exciting way to reach new audiences, across the globe, without leaving home. Instead of traveling in your car or by airplane, you travel from Blog, to Google Hangout, to Audio Interview across the Internet! The key in harnessing the power of this strategy is not to travel to "any old blog" but rather, to get featured on blogs that attract your target audience. When you are featured as a guest author (guest blogger) you are being given the thumbs-up by the blog owner.

This gives you immediate credibility as being a trustworthy, knowledgeable, expert on your topic area.

To find blogs that attract your target audience, begin by making a list of the blogs, in your niche, that you already know about. Then spend some time exploring those sites, looking for articles by other guest bloggers, as well as clicking outgoing links to other related sites. This will give you access to additional sites that write on topics of interest to your audience.

Start with the people you know and let them know that you seem to share a similar target audience, and that you'd love to feature their blog as a destination for your blog tour / virtual book tour and drive traffic to their site. First of all, who doesn't want new targeted readers visiting their site? Secondly, if they know you and you have a relationship with the initial blog owners you are reaching out to, it is quite likely that they'd love to feature you and get more traffic to their site. Once you've traveled to a few blogs run by people you know, you can ask for introductions to others who write on similar topics and/or visit the sites of the guest bloggers featured on the sites you are guest blogging on.

Before reaching out to people you don't yet know, spend some time exploring their site, commenting and answering questions on their blog posts, and connecting with them on the social networks. You may even want to read their book. This way, when you reach out to them, you aren't some random person asking for a favor, you are a fan and a colleague who has proven to be a caring member of the community, with a worthwhile viewpoint to share.

Guest blogging is one of my favorite ways to reach more readers and sell

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The ABCs of the Editing Process:
Book Page: America's Book Review By Roberta Buland



Despite Kindle, Nook, Tablets and other technology on which you can read books, for me there is nothing like going to the public library for a particular hard copy book and coming away with fabulous surprises I hadn't known existed. My latest discovery, *Book Page: America's Book Review*, is a resource for all readers, including authors. I found it on the reference desk of a library I occasionally patronize.

A "Casual" Read

Why review a publication under the title, "ABCs of the Editing Process?" All aspiring and/or seasoned authors must be readers—and what better way to find books of interest than in a periodical that reviews books? There is a myriad of review periodicals available weekly, like the *New York Times Book Review*, monthly and even daily via TV, the Internet, and other media, all of which provide information about the latest and, sometimes, greatest books recently written. However, the format of *Book Page* is easy to read, and as a local librarian said, "It's a more casual read" than similarly-themed periodicals.

Even though I picked up my copy (the *Review* is free to library patrons), being the skeptic I am, I called another local librarian to find out how legit this publication is. It's been around for a long time, she said, and she works in three local libraries that have it available. Together, we looked it up on the Internet under "bookpage.com/print edition" and learned that it is also available in a PDF file monthly, so you don't even have to go to the library to read it.

Most Genres Reviewed

For example, the April issue (by the time you read this, the May issue will be available), contains new books from Barbara Ehrenreich and Nora Roberts and many other contemporary authors, both fiction and non-fiction, including the latest biography of John Updike. Whatever your interest, books reviewed include: literary fiction, thrillers, romance, non-fiction, poetry, hobbies, sports, how-to, self-help, spiritual, biographies, nature, children and teens, etc.

Books included are published in English, although some have been translated from other languages such as Italian, French, Chinese, etc. Here is the opportunity to become, if you aren't already, a reader of internationally-acclaimed books also.

Variety of Columns

One of the aspects I devoured is the columns on subjects such as "Well Read," "Audio," "Library Reads," "Romance," and "Book Clubs," since I belong to a few of the latter. While books about cook-

ing and whodunits are not my favorites, usually, I found that the reviews were so entertaining that I called the library to reserve some in those genres. After all, since I am an editor, I like to be aware of the latest books spanning all the genres.

While no review takes the place of the enjoyment of reading the book itself, it does help you to decide which books to focus on, if you don't have time to read all the reviewed books. And, if you particularly like a book, I suggest you study how the author put it together and, perhaps, incorporate some of his/her style, syntax and vocabulary into your own writing.

A Must Read?

Finally, the book I feel I must read is *The Storied Life of A. J. Fikry*, by Gabrielle Zevin, about whom the interviewer wrote, "Gabrielle Zevin ... one of the few authors alive who thanks her lucky stars she hasn't had J.K. Rowling's level of success. If she had, she never would have written ... the lovely irresistible story of a down-on-his-luck bookseller." If you read it, let me know if you agree with me.

Comments? Contact Roberta at rjbuland@comcast.net

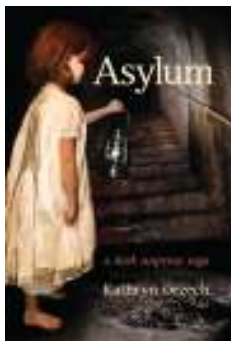
Roberta J. Buland is the owner-editor of RIGHTWORDS UNLIMITED, a full service editorial and publishing services firm in West Hartford. She is a past president of CAPA and may also be reached at 860-308-2550.

CAPA Members Celebrating Success

Dick Benton says: "I read my short story, "Prey" to an open mike venue at the Miranda Winery in Goshen on Sunday, April 27th to an appreciative audience. It was primarily a music venue, but being well received convinced me that people who use a band or singer as background ambience to their many conversations can also stop and listen. It was a beautiful thing."

Jason Alster gave a presentation at the New England Society for Electro Neuro Diagnostics . He talked about his protocol for Long Term EEG and Neuro ICU coma monitoring. It turns out that a research Jason did in 1993 in Israel was the first density spectral array recording of coma for prognostic purposes. The story behind this research is in his book " Leaving home , Going Home , Returning Home : A Hebrew American's Sojourn in the Land of Israel". This exciting and historic research was completed while the First Gulf War was happening. The original research paper was "Density spectral array, evoked potentials, and temperature rhythms in the evaluation and prognosis of the comatose patient. "

Kathryn Orzech announces the release of *Asylum*, a dark suspense saga set in central Connecticut. "The idea was born at a friend's dinner party when a guest spoke of seeing a ghost in a hallway outside her upper floor office at Hartford's Institute of Living." The characters and story that evolved are creepy, fascinating and fun—when on an innocent day in 1899, a privileged young girl accidentally discovers a secret tryst and the next day, she's locked in an asylum. *Asylum* made its first public appearance at Family Day: The Art of Words Book Event at the New Britain Museum of American Art on April 26.



Shel Horowitz, who will be presenting at CAPA-U on turning self-published into traditionally published books, is giving a TEDx talk May 8 on Business For a Better World: how businesses can start turning hunger and poverty into sufficiency, war into peace, and catastrophic climate change into planetary balance.

Carole Shmurak's first Susan Lombardi mystery, *Dead-mistress*, is now out as an audiobook on Amazon, Audible and iTunes. The rest of the series is in production as well, with same narrator, Barbara Benjamin-Creel. Working with her on the audiobooks has been a wonderful experience.

D'vorah Lansky is celebrating her 7th year as the producer of the Annual Book Marketing Conference Online. Brian has been featured at this event several times, and he's being featured again this year! You can participate for free by going to www.BookMarketingChallenge.com

Sharen S Peters says: "I have been invited to take part in the initial stages of Joan Anderson's book *A Year By the Sea* being developed into a screenplay. I have read all of her books and have taken part in five of her retreats. On April 1, 2014 I was invited to take part in a focus group to introduce the screenplay readings. This past weekend I had the distinct pleasure of hosting Alexander Janko and his partner, Laura, in our home for a lunch meeting. I was videotaped and wired for the interview. Joan Anderson is a role model for how writing a book can be a huge vehicle in trying to send a message worldwide."

Bob Englehart sold a bunch of books (*Trackrat: Memoir of a Fan*) at Stafford Motor Speedway April 27 before the sprinkles started. And I met some racing fans who may have given me an idea for another book.

Everyone's Universe (second edition) is a 2014 Independent Publishers of New England (IPNE) Book Award Winner for Informational Non-Fiction. **Noreen Grice** received this award at the IPNE Conference in April.

Lansky — Continued from Page 4

more books. I've personally participated in three virtual book tours (each of them to over 21 blogs,) and the benefits have gone way beyond taking each of my books to bestseller status on Amazon. If you are intrigued by the virtual book tour concept, consider joining us for the Book Marketing Challenge. We have over 40 guest experts, who have each contributed an article on book marketing, as part of the challenge blog tour. You can join in the fun by going to: www.BookMarketingChallenge.com

May Top Ten: How to Fail Your Way to Success

Scott Adams, in his new book, *How to Fail at Almost Everything and Still Win Big*, gives us some tips for success. He suggests that the path to success is based on suffering defeats. Here are his **Ten Tips for Failing Your Way to Success**.

1. Success is entirely accessible even if you happen to be a huge screw-up 95% of the time.
2. Commercial lenders don't want to loan money to someone following their passion because they are in business for the wrong reason and tend to quit when things do not work out.
3. Success causes passion more than passion causes success.
4. It's better to have a system instead of a goal. The system is to look for better options.
5. Goal seekers are always short of their goals. They exist in a state of nearly continuous failure that they hope will be temporary.
6. You can't control luck, but you can move from a game with bad odds to one with better odds. Identify your skill set and choose a system using those skills to vastly improve your likelihood of getting "lucky."
7. If your get-rich-quick project fails, take what you learned and try something else.
8. Create something the public wants that has value, something that is easy to reproduce in unlimited quantities.
9. Good ideas have no value because the world already has too many of them. The market rewards execution, not ideas.
10. You do not try to fail, but failure happens when you try new things. You want your failures to make you stronger. But you also should want your failures to make you smarter, more talented, better networked, healthier and more energized.

Schedule of Upcoming Meetings

CAPA CENTRAL



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

May 17 — Becky Parker Geist — Producing Audio Books

June 21 — Charles Salzberg

July 19 — Annual Summer Picnic

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>)

May 18: Date and presenter TBA

June 16: Summer Outdoor Meeting

July 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>)



May — Date and presenter TBA

June — Date and presenter TBA

July — Date and presenter TBA

CAPA BOOK-NETWORKING MEETINGS

Location: Wethersfield Public Library, 10:00 am –Noon (Jason Alster, jasonalster@gmail.com)



May — Date and topic TBA

June — Date and topic TBA

July — 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>)

May 14: Dr. Jason Courtmache (UConn Professor, The Craft of Writing)

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:

May 15: "Speaking On Your Book," by Judith Briles; register at <http://tinyurl.com/kgq4vcl>

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>

June

2	Guilford	Robin Hood Springtime Festival
2	Manchester	The Show in the Park
2	Naugatuck	Duck Race Festival
2	Shelton	Annual Arts & Crafts Fair
8	Bristol	The Great Bristol Chili Cook-Off
8	Cheshire	Cheshire Strawberry Festival
8	Litchfield	Gallery on the Green Arts & Crafts Show
8	Shelton	Soupstock
8	Terryville	Terryville Giant Flea Market
15	Bristol	The 3rd Annual City of Bristol Car Show
15	Unionville	Strawberry Festival & Crafts Fair

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
12	Canaan	Canaan RR Days Craft Fair
18-20	Canaan	Canaan Art Center's Craft Expo
18-20	Hartford	Greater Hartford Festival of Jazz
19	Newington	Mill Pond Park Extravaganza
26	Colchester	Festival on the Green



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