



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 22 Issue 5

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The Program for the June 20 CAPA Meeting: The 5 Secrets for Presenting Yourself – and Your Book -- With Power & Poise, by Millie Grenough

An ex-nun turned nightclub singer, ex-shy Kentuckian turned international workshop presenter and Clinical Instructor in the Department of Psychiatry at the Yale University School of Medicine, ex-closet-writer turned prize-winning author of ten books, she has taught nonsingers to sing, shy executives to present confidently in public, Type A personalities to work smarter, and warring parties to work together. Millie's books, in English & Spanish, have sold more

than 80,000 copies worldwide. Millie walks her talk.

Millie has a passion for helping each of us reach full potential – while remaining sane and healthy. A near-death accident forced Millie to change her



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Connect with Your Readers as they Drive to Work!

By D'vorah Lansky, M.Ed.

In their article "What's Behind the Great Podcast Renaissance" New York Magazine points to the recent success of podcasts such as Serial and Start Up, but says that the real growth in podcasting lies in the automotive industry. As they point out, 50% of all cars sold in 2015 will be Internet connected. What this means is that more people than ever can listen to podcasts while driving. This is opening up a huge market and opportunity for new podcast hosts AND guests!

Podcasting is a powerful way for an author to get his or her message out into the world in a big way! While it is easier today than ever before to

publish a podcast, many authors shy away from podcasting thinking it is too technically complicated or challenging.

The good news is, you have options! You can learn how to easily produce your own podcast, through simplified systems or you can learn



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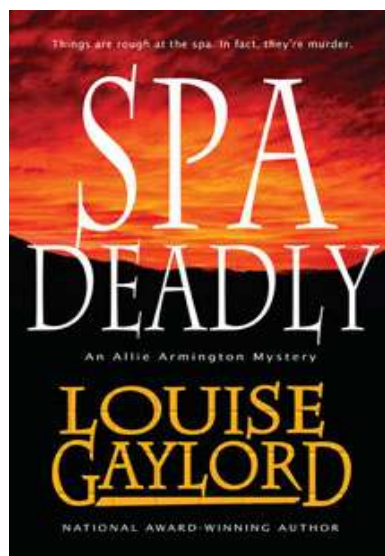
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The Cover Story - Dottie Albertine

Dotti Albertine of Albertine Book Design is an award-winning book designer and a professional who has been in the business for over 20 years. She can be reached at: www.AlbertineBookDesign.com | 310-450-0018 |

Always keep a complementary color scheme. In this case – red, yellow, and black. This title is strong, can be seen from across the room. The author's name is prominent.

Dramatic background image adds to intrigue of this mystery/novel. This book was an award winner.



Media Tips

Speak English and not jargon; one of the problems many people have is they're so into the details of the subject at hand they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

In live interviews your words are not edited. Never use any profanity, innuendoes, slurs, personal attacks or other comments that could be offensive to the viewers.

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 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

D'vorah Lansky — Continued from Page 1

how to get featured on other people's podcasts!

The benefit to getting featured on other podcasts in your niche is, you simply show up and share your message with people who are eager to hear what you have to say! By participating in interviews with thought leaders in your field, new listeners will come to know, like, and trust you and many will go on to purchase your books or enroll in your programs or courses.

Imagine being able to share your message and your book with listeners and readers across the globe, without having to produce your own podcast series!



To learn how you can harness the power of podcasting, whether or not you have a podcast, you can access a free guide from D'vorah. To access your free copy of *The Insiders' Guide to Getting Featured on Podcasts in Your Niche*, head over to: www.VirtualPodcastTours.com/guide

Traditional thinking has a powerful undertow. Well-meaning friends, colleagues or even family members may discourage you from “rocking the boat.” But in today's rapidly changing marketplace, holding steady really means falling behind.

Interior Design By Dick Margulis

The ties that bind. One of the features that separate commercial-quality typesetting from amateurish work is the use of ligatures. Look closely at a page of text from a major publisher. Find an instance of the letter combination **fi** or **fl**. In most text typefaces, the arm of the lowercase **f** extends to the right far enough that it crashes into the dot on the lowercase **i** or the ascender on the lowercase **l**. This is less than graceful, so type designers long ago came up with the solution of combining the **fi** and **fl** into single designs called ligatures. The standard set of ligatures consists of **ff**, **ffi**, **fl**, **fi**, and **fl**. There are others in some typefaces, such as **ft**, **fb** (found in the word *halfback*, for example), and **ij** (used in setting Dutch).

Ligatures are cumbersome to implement in a word processing program like Microsoft Word. They're also not a feature of the coding used for web pages and email, so you won't see them here. But they are a standard feature of an advanced page layout program such as Adobe InDesign.

Why does it matter? The same reason any number of minor subtleties matter in book design. Such niceties usually fall below the conscious notice of the reader; but taken together, they impart an overall sense of quality work. And the book connoisseur, such as a wholesale buyer or anyone in the book trade, is likely to notice if they're not present. That could be the feather that tips the balance in the direction of not making the purchase.

(Dick Margulis, editor and book designer, New Haven, Connecticut. Contact Dick at dick@dmargulis.com.)

Bookstore Events By Eric Kampmann

Years ago, publishers considered most bookstore-related events to be a colossal waste of time, particularly if the author was not a major celebrity. How times have changed. Today, many bookstores encourage events and even employ event coordinators. It doesn't seem to matter whether the author is well known or not. And often these events can be extremely successful, but not always.



There are a few rules you ought to follow in order to save yourself the embarrassment of having no one else come. First, work very closely with the storeowner or event coordinator. Find out what works for them and follow their advice. Second, if you are doing an event in your hometown, make sure you invite people you know. Send out written invitations and scribble a personal note on it. Third, if you are away from home, try to do the event after doing television or radio where you can promote the appearance. Fourth, make sure books get there on time and just in case, have a supply in your car. And finally, encourage the store to promote your book in-store at least a week before your appearance. This is grassroots marketing and when it is handled professionally, it can help build recognition and sales.

(Excerpted – with permission – from the *Book Publishers' Handbook*, by Eric Kampmann, President, Midpoint Trade Books ekampmann@aol.com)

The Ripple Effect

By Millie Grenough,
Author, *OASIS in the Overwhelm*

How can we help each other? And what is the "ripple effect"?

Here's an example. Have fun extrapolating on how you can make this work for you.

- In 2005 I wrote *OASIS in the Overwhelm: 60-second Strategies for Balance in a Busy World*.
- I let the Connecticut Chapter of International Coach Federation know that the book would be a useful tool for coaches.
- The CT Chapter invited me to present *OASIS* at their next meeting.
- Response was amazing. Five of the nine people were so eager to know more about my *OASIS*
- Strategies and the neuroscience of the brain that they asked me to begin an *OASIS Training Program*. One of the coaches bought 10 of my books that day to give to his clients.
- I conducted my first *OASIS Training* with the five coaches and three others who had gotten wind of it -- an IT guy, a nutritionist, and a Hebrew School teacher. *OASIS* was off and running.
- Somehow the book reviewer for *The Hindu Business Line* found *OASIS* and wrote a rave review: "What a whiff of fresh air!"

- People in faraway places asked if they could do *OASIS* via Tele-Training. I said "Sure!"
- Ten years later, there are now *Authorized OASIS Facilitators* throughout the USA, in Panama, Puerto Rico, and New Zealand.
- Last year, in my onsite *OASIS Training* in Madison, CT, Karin Joy Whitley was so excited that she developed a special version of *OASIS Strategies* for her corporate colleagues.
- Karin became even more revved when she read *Thrive*, Arianna Huffington's latest book, and realized how similar Arianna's "wake-up call" was to Millie's.
- Karin asked for my okay to e Arianna to tell her about Millie and *OASIS*. Since I knew that Arianna is the Queen of Communication, I of course said "YES!"
- Karin e-ed Arianna.
- Arianna replied the same day, and invited Karin and Millie to become bloggers for *The Huffington Post*.
- Karin's and my blogs now reach people worldwide.

Questions for you, dear CAPA friend:

- 1) What is one way that *another writer has helped you*, and what is/was the *ripple effect*
- 2) What is *one specific way that you can help another writer*, and begin a new *ripple*?

It's fun making ripples. And even more fun making waves. Go for it!

Millie Grenough, CAPA Member since 2005
millie@milliegrenough.com
www.milliegrenough.com
Author *OASIS in the Overwhelm* and eight other books Certified Personal/Professional Coach
Coach of the Year 2010, CT Chapter, International Coach Federation
Clinical Instructor, Yale University School of Medicine

The Importance of Editing

By Michele DeFilippo

Sometimes an author is just too close to the material to be objective. After many rewrites and even more readings, your brain "fills in the blanks" and sees what it expects to see. You may know what you mean to say, but the text may be less clear to someone reading it for the first time. The fresh eyes of an editor can be a real benefit.

Hiring an experienced editor, rather than a friend or relative who happens to be an English teacher, is very important. A good editor does much more than fix your grammar; he or she improves a book's content and structure in a way that preserves the author's style. Just as important, he or she finds and corrects both major and minor errors.

Having your book edited is money well spent. An editor won't rob you of your style; he or she will enhance your style.

After a thorough edit by a professional, your book will stand up to the tough scrutiny of distributors, reviewers, retailers, and libraries.

1106 Design, LLC
www.1106design.com

The ABCs of the Editing Process: ABCs of the Editing Process: Fire in Your Belly By Roberta Buland



Herb, who recently turned 87, is a successfully published author in two languages. I asked him, “What does it take to write a book?” He asked, “Fiction or Non-Fiction?” He had published both. I said, “Either.” He instantly replied, “Fire in Your Belly.”

At an author talk recently given by Bob Kelly, who wrote *The Bus on Jaffa Road*, he said: “People always ask me why I wrote this book, the true account of three young people in their 20s who were killed in bus bombings. I always answer, ‘To write a book, you need to be in love with the subject.’”

I began to think about why I have enjoyed certain books and not others over the years. The most important common thread in the books I liked was feeling the passion of the author—an intuitive or gut reaction. Why do you need to feel fire, love, or passion?

Writing—a long process

The most practical answer is when you undertake to write a book, it is a long, long, long proc-

ess. After it is the best you can make it, usually having written and re-written several drafts, then edited it yourself, and “finally” passed it to a professional editor to critique and help you make it the best you can by tweaking and polishing it, you might think it is finally ready to send to an agent. Or, is it? The answer is, “Sometimes.” Note, the word “finally.”

Often, though, after you have had your book professionally edited, you may, as the author, want to review, tweak, and often re-write some of it. This takes a long time.

The above steps are so important because you want your book to be published! Therefore, it has to be not only your best, but also the best resulting from friends’ and others’ critiques, and then, of course, the editor’s—and finally, you, the writer.

A question I often hear: “How long does it take to write a book?” While you can answer how long it took *you*, the question probably means, “How long does it take an author like Stephen King, Charles Dickens, Ernest Hemingway, Roald Dahl, or JK Rawlings to write a successful book?” The answer is, “A very long time.” While the first draft may not take you too long, the re-writing and editing processes may consume a year or five or even 10 years, depending on factors such as— you can fill in the blank.

Keep the fire burning!

In order to keep the fire burning, like in a hot relationship or a successful marriage, the “fire” has to

always burn! And, not on a low flame, either! If vocabulary like “apathy,” “laziness,” or “lethargy” enters your mind while in the process, forget it! Put it in a drawer until you can recapture the “fire.” Why? You will live with this book much longer than you can possibly anticipate. Ask any successfully published author.

Readers will know immediately if you love your subject or feel passionate about your plot, characters, and theme. Readers are smart! They want you to take them with you every step of the way in fiction or for you to be so erudite in non-fiction that it can read almost like a mystery. For example, books titled, *Ten Steps to Success*, or *How to Find Love in the Most Unlikely Places*, *owH* or a myriad of titles, must keep the reader enthralled. If your fire or passion or love for your work shines through, it will keep the reader with you on the journey through your book.

In 1893, Edward Bulwer-Lytton wrote a play about Cardinal Richelieu in which the Cardinal says, “The pen is mightier than the sword.” Review your writing to see if your pen is the mightiest!

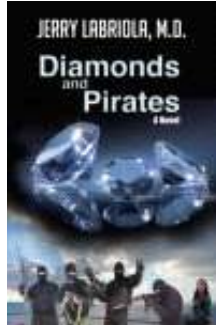
Comments? Contact rjbuland@comcast.net

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 Alster showed his recent video "Day to Day Memory Enhancement Techniques for Adults and Senior Citizens" at The Evergreen Club meeting at Waterbury Hospital this month.

Strong Books published Jerry **Labriola**'s latest book, *Diamonds and Pirates*. Here is a description: "A widespread cartel of prostitution, piracy and Perónism underlies this story of international intrigue, most of which takes place in the United States, Argentina and Gibraltar, but spans the globe in its impact on the human race. Treasure hunter Paul D'Arneau is hired to locate a diamond box and to determine its relationship to such a cartel. Its climax alone is as unexpected as those characters are believable and as the entire story is gripping ... page after page.



Author **Elaine Kuzmeskus** presents *The Medium Who Baffled Houdini*, Asnuntuck Community College, Enfield, CT, June 11 at 7:00 p.m. "Houdini the Magician Stumped," proclaimed the Boston Herald in 1924. Who was this medium who baffled Houdini? None other than Margery Crandon, the wife of a prominent Boston surgeon. She captivated not only Harvard professors, but the editors of Scientific American with her amazing physical mediumship. While Sir Arthur Conan Doyle championed Margery's mediumship, Harry Houdini denounced her as a fraud. Was Margery Crandon too good to be true or was she the last of the great physical mediums?"

Sharen S Peters just completed her first film debut. She played a small role in the upcoming movie "Year by the Sea" based on the *NY Times* best seller by Joan Anderson. She is also in the finishing stages of her first children's book based on a poem about her childhood.

Cynthia Bercowetz said, "I had a very successful book reception here in Naples, Fla. on April, 26, 2015 for all of my books. I sold over 30 books during the one hour selling period. Those who were there bought about 6 books individually. I had a band, entertainers, food and many happy people. It was a fun and prosperous day."

On April 16th, SECAPA member **Jo Gillespie** published her second historical fiction novel, *Revolution Rising - Book Two of the Tewkesbury Chronicles*. Her latest work represents a sequel to her first novel, *When Revolution Calls*. Both books take place during the Revolutionary War. Bloodied footprints in the snow attest to the perseverance of the Continental Army steadfastly encamped at Valley Forge in the winter of 1778-1779. Jo's heroes and heroines continue their sacrifice in the fight for liberty, exacting a toll that would turn their world upside down. *Revolution Rising* is an adventurous story of courage in the face of formidable odds, and the depth and meaning of genuine compassion in human relationships. Available on Amazon.



April 11-18 **Dodie Milaro** (center in photo) took a cruise with Marilyn Dayton on Royal Caribbean's Oasis of the Seas, the largest cruise ship in the world. Dodie did a book presentation of her romance novel, *Penelope's Cruise*. The presentation was called "Romance Relationships Revelations: When Life Gives You Lemons, Pucker Up!" She also held two book signings onboard. It was so well received that Royal Caribbean is looking forward to having Dodie come back to do it again.



Author Catherine Gibson's
Sophie doll is here!!!

Supply is
Limited



Special
24.95

with purchase of
a Sophie book,
save \$5.00
per doll.

Through
Sophie's Eyes,
Book
15.95



Sophie
Sophia Duncan's
Synchronized
Swimming Book
15.95



Children's books
with a
positive message

www.funchildliterature.com
author Catherine Gibson



Millie Grenough

Continued from Page 1

own crazed lifestyle and inspired her to write *OASIS in the Overwhelm: 60-second Strategies in a Busy World*.

Her OASIS Strategies have helped hundreds of people from all walks of life re-wire their own brains away from stress and towards ease and pleasure. Her enthusiasm for increasing world peace led her to begin her *OASIS Training Program*, which now has graduates

throughout the USA, in Panama, Puerto Rico, and New Zealand.

On June 20 she hopes to give us a *Jumpstart* on *Selling Ourselves & Selling Our Books*.

porate 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.

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 cor-

“Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do.”

Mark Twain

Schedule of Upcoming Meetings

CAPA CENTRAL



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

May 16: Carol Mon — Networking Tips for Authors
 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>)

May 18: Topic TBA
 June 15: Topic TBA
 July 20: Topic TBA

CAPA SOUTHWEST



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

May 11: Topic TBA
 June 8: Topic TBA
 July 13: Topic TBA

CAPA NETWORKING MEETINGS



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

May 30: Networking topic TBA
 June 27: Networking topic TBA
 July 25: 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 :

May 14: "How to Attend and Exhibit at Trade Shows Successfully," by Brian Jud, 6:00 pm, Sign up at: <http://tinyurl.com/k938gyl>

May 21: "Failing Faster to Succeed as an Author, by Tara Alemany; 6:00 pm; Sign up at: <http://tinyurl.com/l65wykp>

June

6	Canton	Canton Fireman's Blues & Brews
7	Naugatuck	Duck Race Festival
7	Seymour	Seymour Founders' Day
7	Shelton	Arts & Crafts Fair
13	Litchfield	Gallery on the Green
13	S Windsor	Strawberry Festival & Craft Fair
13	Unionville	Strawberry Festival & Crafts Fair
20	Cheshire	Cheshire Strawberry Festival
20	Trumbull	Summer Welcome Craft Fair
20-21	Ansonia	Midsummer Fantasy Renaissance Faire
20-21	Shelton	Soupstock
27-28	Ansonia	Midsummer Fantasy Renaissance Faire
27-28	New London	Thames River Art & Craft Show

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
11-12	Enfield	4th of July Town Celebration
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
18-19	Westport	Westport Fine Arts Festival
25	Colchester	Festival on the Green



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