



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## Nikoo and Jim McGoldrick Speaking at the November 16 meeting — Topic: Life Support for Writers

Join Nikoo and Jim McGoldrick as they share their approaches to the marathon of butt-sitting known as the novel writing. From the physical and the mental to the motivational and the creative, these prolific writers discuss how to meet requisite nutritional and financial needs for sustaining life...in spite of the ups and downs of the publishing business. A special breakout session will include Nikoo trying to



explain to Jim (for the millionth time) how a checking account works.

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## Meet A Member: Kathryn Orzech By Will Dunlop

When she was in 7<sup>th</sup> or 8<sup>th</sup> grade, Kathryn Orzech wrote a story about a teen make-out party. When her father saw it, thinking it was a true story, he forbade her from writing, an order she more or less followed until her 20's. Now she writes thriller, suspense, and paranormal stories (ghosts and psychics, not vampires and monsters). She also wants to explore time travel in her writing one day, all "with a little romance to keep it real." She often loses herself in research, interested by diverse subjects that often spawn subplots, and finds editing fun as well.



China, India, Nepal, Egypt, Turkey, and Morocco, broadening her mind.

What she has been up to recently is the promotion of her novel *Premonition of Terror*, a paranormal thriller

Kathryn used to be an Art Director in ad agencies. After that, she freelanced from home, which gave her freedom to travel to places like

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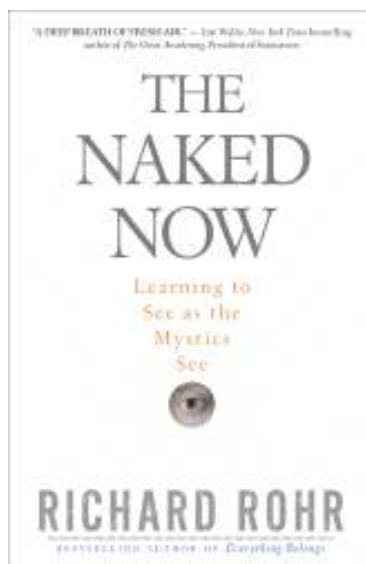
*continued on page 3*

### 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 him at [www.fostercovers.com](http://www.fostercovers.com))

#### The Naked Now

Richard Rohr is a bestselling author and Crossroad Publishing wanted his new book to look important, not necessarily pretty. I wanted it to look naked. The stark white, the gray type, the open space all make that happen while giving emphasis to the all-knowing eye. Gray lines radiate from the eye, giving more emphasis and tying the cover elements together. It was the publisher's fastest-selling book the season they released it, and is still very strong. And naked.



### Tips for Performing On the Air

*If the author needs media training it's usually not he or she who figures it out. The producer or publicist figures it out. Authors tend to think they're really good on their topic, but they may not be good storytellers.*

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

*You've got to look at your book and say, "What's the most important thing I have to hit?" And you've got to say it in about two sentences. That's all the time you get.*

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

#### CAPA Board of Directors

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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](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Melissa Flynn at [schedulemelissa@melissaflynn.org](mailto:schedulemelissa@melissaflynn.org)

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

## Meet a Member: Katrzn Orzech Continued from Page 1

she describes as “Not so much Mulder and Scully as *Medium* Alison Dubois meets Jack Bauer of *24*,” which she published independently this year. She used her background in Commercial Graphic Design to create her website, images for social media, cover, and book trailer. She hopes to write two more books in this series.

In addition to promoting *Premonition of Terror*, Kathryn is editing another novel, a suspense family saga set in the period 1900-1970, with the working title *Asylum*. She also continues working on her blog and social media. Her website, Dreamwatch.com, true paranormal experiences from ordinary people, has been online for 15 years, attracting visitors from over 40 states and 30 countries; it helped inspire *Premonition of Terror*.

Her other writing includes articles in Business, Travel, and Lifestyle sections of various newspapers; ads; brochures; and some early poetry.

She finds it comforting to hear other CAPA members go through the same challenges as she has with writing. The Big E Bookstore and CAPA-U have been valuable experiences, great opportunities for Kathryn to develop her career and improve her work. If she could get specific advice, she would like someone’s thoughts concerning her social media and how they might be improved.

Kathy Orzech was born and raised in Meriden, CT. She attended St. Stanislaus Catholic School with a focus on the basics of Reading, Writing, and Arithmetic; Francis T. Mahoney School in Meriden; Paier School of Art in Hamden. She has

also taken eclectic courses at Middlesex Community College. For more information about Kathryn and links to her Facebook, Pinterest, Twitter and *Premonition of Terror* book trailer sites, visit: **Dreamwatch**: <http://www.dreamwatch.com/>; **Dreamwatch Paranormal Blog**: <http://dreamwatch.com/blog1/>; and **KO Books**: <http://www.dreamwatch.com/KO-Books/index.html>

## Internet Connections By Adele Annesi



This month we have resources to help support your independent publishing aspirations.

**BookBaby** <http://www.bookbaby.com>: Around since 2011, BookBaby offers various publishing services, including book printing, cover design, distribution, e-book conversions and website creation. Interested authors can discuss their ideas with live human beings. The company boasts that it has paid millions of dollars in royalties to authors, and that it has the largest e-book distribution network.

**CreateSpace** <https://www.createspace.com>: Amazon’s CreateSpace enables authors to sell books for a fraction of the cost of traditional manufacturing, and to maintain control over their materials. They also tout simple distribution through Internet retail outlets, authors’ websites, bookstores, retailers, libraries and academic institutions.

**Cursor** <http://thinkcursor.com>: Part website, part business process, this social platform combines traditional editorial vetting with the wisdom of the cyber crowd, and the shared passions of writers and readers. Cursor boasts that it enables new revenue streams for authors and publishers, and new cultural experiences for writers and readers.

**Digital Book World** <http://www.digitalbookworld.com>: Digital Book World started with what it calls “the only conference designed to address the radically changing commercial publishing environment.” Now the site offers educational and networking resources for consumer publishing professionals and their agents, booksellers and technology vendors online and in person.

**Kristen Lamb's Blog** <http://warriorwriters.wordpress.com>: Kristen Lamb is the author of the best-selling *We Are Not Alone—The Writer’s Guide to Social Media* and *Are You There, Blog? It’s Me, Writer*. She coaches writers of all levels on how to use social media to create a platform and brand, connect to their readers, and maintain social networking relationships and a long-term fan base.

**Smashwords** <http://www.smashwords.com>: Smashwords is the world’s largest distributor of independent e-books. They boast a fast, free and easy way for authors anywhere worldwide to publish and distribute e-books to major retailers. Smashwords also provides free tools for marketing, distribution, metadata management and sales reporting. Authors have complete control over the sampling, pricing and marketing of their written works.

Happy writing! Adele Annesi is an award-winning writer, editor and instructor. Visit her editor’s blog for writers, *Word for Words* (<http://wordforwords.blogspot.com>), and at Adele Annesi (<http://www>).

## Becoming a Published Author: Lessons Learned

By June Hyjek



A year ago, I decided to become an Author. Not a writer, an Author. That meant I had to make a commitment to actually publish my book, and more importantly, devote my time and resources to making it a success.

I had a few friends read my manuscript, but I was nervous about entering an industry I knew nothing about – one that seemed confusing and impenetrable. As writers, we love our craft, but it's tough taking the next step to making the book real. I had to have a strong commitment to turn my words into a work of art – an actual book. It's like running headlong into a dark room, not knowing what you'll run into inside.

It's probably best that I didn't know what was in that dark room. The industry is, in fact, confusing and difficult to penetrate. So when I told my friend Brian Jud, "*I want to be an Author*," I was completely unprepared for what I had to learn! Thankfully, Brian was not only my friend. He became my publisher, and more importantly, my mentor.

He helped guide me along the process, but he didn't do it for me. He taught me how to get it done.

With his help, I learned a few things in my first year as an Author.

### ***Learn the industry.***

Go to the webinars and meetings, hear the speakers, network – and learn the industry in which you want to take part! You wouldn't become an engineer without studying the business. You can't become an author without understanding your industry.

### ***Do right by your writing.***

You put a lot of effort into writing your story. So have your words handled with the same amount of effort before approaching any publisher or designer. Get a proofreader. Then get another one. Oh, and maybe another one.

### ***Develop your budget.***

Production costs can be significant, but they're only the beginning. Marketing is critical to making the book a success, and it costs. Otherwise, your beautiful book will sit in boxes and it won't matter that you're a "published author." This past year, I've often been reminded of the movie, "The Money Pit." Between the website, marketing materials, contests, reviews, events, publicity and distribution, it can be overwhelming. So don't get surprised; budget to include marketing resources. Decide what you can do yourself and what you need professional help with. Set aside those funds.

### ***Get professional help.***

I'm a good writer, not a designer. I needed professional cover design and layout, and I didn't want a template. If my writing was worthy of being published, it was worthy of a high quality design.

I also couldn't penetrate this industry alone, and needed professional distribution and fulfillment. I could get my book online or in a couple local bookstores, but I couldn't get into libraries or have national coverage in retail or special markets. National distribution was critical to achieving my goal as a successful author.

### ***Be patient. Don't rush the process. Believe.***

Design and production lasted seven months. Marketing and distribution began, and a few more months passed before I saw sales. It was tough to have faith and believe. But with the support of Brian and my professional team, I remained patient and let the process unfold. The end result is a well-positioned quality book I can wholeheartedly believe in.

A year later, I still have much to learn. This is truly a marathon, not a sprint, and I'm committed for the entire journey. The final lesson here is that my commitment to becoming an Author is probably the most essential piece to actually becoming one.

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## **CAPA-U 2014 is Coming**

It's not too early to start thinking about CAPA-U 2014! Brochure and registration forms are at [www.aboutcapa.com](http://www.aboutcapa.com). Save the date: May 10, 2014.

## The ABCs of the Editing Process: Writing, 5 Freedoms to Be Thankful For November 2013

By Roberta Buland



As Thanksgiving approaches, it's time to take stock of what writers, authors, editors and everyone else connected to publishing can be thankful for.

**I. Freedom to express ourselves.** The first of the Bill of Rights says, "Congress shall make no law... abridging the freedom of speech, or of the press." By extension, it means the freedom to write also. With this freedom comes the responsibility to respect the language in which one is writing. For example, there is a process for writing a paragraph. It must have a beginning, a middle and an end. Sometimes, one may leave out the middle or the end even though the paragraph may have end punctuation. Clarity of ideas is important to any good writing; paragraph form provides the basis for clarity.

**II. Freedom to edit and/or rewrite what is written.** The first draft is just that—and also comes with the responsibility to be sure it begins to communicate what you, as an author, have in

mind. No one else should ever see your first draft—unless it is perfect! When you rewrite, strive for communication with readers. Be sure they understand your intent as well as your word-age. Do not assume that because you are the expert in your content that you are also the expert in communication! Ask yourself over and over if your readers will understand your content and your message(s). Whenever the answer is "No," rewrite until the answer is "Yes."

**III. Freedom to sell what is published.** We used to believe that we had to sell what we wrote or it wouldn't get published. There is no longer a "had to." In the digital age, the print on demand age, the self-publishing/independent/indie age, we have the freedom to sell our work ourselves. Commercial publishers have their place, of course, but if you can't get into that place, you have alternate choices to "sell" your published work. Consider them. Do the research. Many well-known authors began their publishing careers by independently publishing. Some went on to be bought by commercial or mainstream publishers. Others, however, even if given the opportunity to mainstream publish, chose to continue independently publishing for a variety of reasons including time because it's much faster and total control over title, design and covers.

**IV. Freedom to read aloud what is published.** This begins

with reading your work aloud to yourself to hear how it sounds. Try tape-recording it and then listen to the tape. This is good practice for the immediate in that you may pick up words, phrases, nuances, etc., that need tweaking. This also helps with the editing/rewriting phase of your work. Second, it is good practice for publishing an audio version of your work. This idea has come home to me many times lately since I discovered the joy and relaxation while driving or listening to books on tape. Time goes so much faster and the stress level is greatly reduced, particularly during road rage and gridlock incidents. Simply keep listening. Note that your heart pounds less.

**V. Freedom to give away what is published.** If you wish, you can make your work available free by Nook or Kindle to family and friends. It is a wonderful way to preserve your memoirs and other important family history, and you don't have to pay for print publishing!

When you sit down to Thanksgiving dinner, remember the Pilgrims came to the American shores for many freedoms, but how many thought of writing and publishing as one of them?

Comments? Contact me at [rjbuland@comcast.net](mailto: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



**Catherine Gibson** continued her perpetual promotion efforts with a billboard on Rt 177 in Avon

**Mel Hathorn** recently uploaded a new lesson plan to his Teachers Pay Teachers site. It is called: The Writing Process: Developing Paragraphs using Inductive and Deductive Models.

Award-winning writer and editor **Adele Annesi** will be part of a panel at the 2014 AWP Conference in Seattle, entitled "Lifelong Community: Launching and Activating an MFA Alumni Association." The panel includes a discussion of Adele's work on a book of essays on post-MFA survival.

**Cynthia Bercowetz** received notice from Global Who's Who, an organization for distinguished professionals, on my professional status in writing my books, and my mention in trade journals, directories, and other associations.

**Robert Trexler**, publisher of Winged Lion Press, will supply a book table for two special programs being held in the New York City area this month. Both programs mark the 50th anniversary of the death of author C.S. Lewis who died on November 22, 1963. One specialty of Winged Lion Press is C.S. Lewis scholarship - with 10 books dedicated to this category. Robert is also the editor of *The Bulletin of the New York C.S. Lewis Society*, co-sponsor of the program in Manhattan on November 23rd. More information can be found at [www.nycslsociety.com](http://www.nycslsociety.com).

Staying cool and calm every day isn't always as easy as grabbing a sprinkler. That's why **Millie Grenough** has decided to listen to your request: you asked for *simple, accessible* help, right at your fingertips. You asked. You're getting it. Coming soon: short videos of Millie

leading you through the day with the OASIS Strategies. From *Begin Your Day the OASIS Way* to *Calm Does Not Mean Comatose*.

**Jean Marie Rusin's** new book title *Eye of Tiger, Roar*, will be published in November 2013, it's an adventure in Africa on a safari.

**Karen M. Rider** can now claim to be an internationally published short story writer. Her story, THE PARADE was accepted for publication in the Lizard Skin Press forthcoming anthology, yet untitled but themed "alternative realities." LSP is a respected Australian publisher; they will offer both print and digital editions of the anthology, due out in early in 2014.

### Bristol Import Heads For 700<sup>th</sup> Radio Show

When Bristol based English author and CAPA member **Barry (Storyheart) Eva** launched his popular YA novel "Across the Pond" in 2009 he was amazed at the standard of some of the interviews he took part in as part of the books promotion. Having had experience producing shows on Public Access TV he decided to have a go himself at running a radio show for authors. Four years later Barry, perhaps better known in Bristol on the karaoke circuit for his parody's, is heading for his seven hundredth internet based radio show.

"A Book and a Chat" as the show is called has proved to be a hugely popular radio program for all ages. The format of "a chat over a cup of tea" has received nothing but rave reviews from guest and listeners alike. It is not so much a literary show, more like... let's sit around have a chat, a cup of tea and a few laughs.

With guests from all over the world appearing on the three times a week show ranging from multimillion selling authors like Steve Berry to local authors just starting out on the literary path. Barry who is always booked many months ahead is looking to hit the 700 show mark in December. Show details can be found at <http://blogtalkradio.com/across-the-pond> and [abookandachat.blogspot.com](http://abookandachat.blogspot.com)

### November Top Ten List

Millions of new titles are published every year in various formats (printed, ebooks or audio books), yet less than ten percent sell enough books to be considered profitable.

While there are many causes of these circumstances, here are the **Top Ten Causes of Poor Sales:**

1. Content that is poorly written and/or unedited
2. Poor production quality in terms of cover design or page layout
3. Too little or poorly implemented promotion
4. Obsolete or inadequately researched content
5. Bad timing of introduction or promotion
6. Meaningless or confusing title
7. Content not based on market need and with no competitive differentiation
8. Improperly priced
9. Selling only through bookstores, ignoring special-sales buyers
10. Poor or no planning and budgeting

### Novel Ideas From *Writer's Digest*

There are at least seven major components of every work of fiction. These are described here, one at a time. The first is *Theme*

The theme of a story is often abstract and not addressed directly in the narrative. It is imparted to the story by the concrete events occurring in the story.

### Schedule of Upcoming Meetings

#### CAPA CENTRAL

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

November 16 – Nikoo and Jim McGoldrick

December 21 – Annual Holiday Party

January 18 — presenter TBA

February 15 — presenter TBA



#### CAPA SOUTHEAST

**Location: Member's home — TBA 6:30 pm (Tom Santos, [santostom@comcast.net](mailto:santostom@comcast.net); find current meeting information at <http://www.aboutcapa.com/capase.htm>)**

November 18 – What's New, What's Next; Richard LaPorta, President—nominee of CAPA

December 16 – Annual Christmas Party



#### CAPA SOUTHWEST

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

November 18 – How to sell books after personal presentations — meeting with Nat'l Speakers Assoc

December – Date and presenter TBA



#### CAPA BOOK-NETWORKING MEETINGS

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

November 30 Marketing the educational video on artist "John Singer Sargent"

December – Date and presenter TBA



#### CAPA NORTHEAST

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

November 13: Chuck Miceli, Author, Columnist, Editorial Board UConn Lifelong Learning Institute

December 11: Amy Collins — non-bookstore distribution — retail

January 15: Brian Jud — non-bookstore distribution — non-retail

February 12: Open House/Anniversary



## 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/>).

### Decemer

1	North Haven	Holiday Wonderland Of Crafts
1	Southington	16th Southington Arts & Crafts Show
7	Bethlehem	33rd Christmas Town Festival
7	Bolton	3rd Winter Faire
7	Chaplin	Chaplin Craft Fair
7	Colchester	2nd Sleigh Bells Arts And Crafts Fair
7	Coventry	37th Craft Show
7	Manchester	21st Holiday Craft Fair
7	Middletown	Annual Holly Fair
7	Unionville	35th Annual Holiday Craft Fair
8	Wethersfield	American Made
14	Bristol	American Made
14	Shelton	Shelton Holiday Craft Festival

### February

2	Hartford	NE17th Fishing & Hunting Expo
2	Hartford	33rd CT Flower & Garden Show
28	Groton	11th Croptopia Getaways
28	Hartford	Home and Remodeling Show

## 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](http://www.aboutcapa.com). You may also find details about future webinars there.

**November 14:** *Federal Government Assistance for the Publishing Industry:* Keith Yatsuhashi will discuss how the federal government assists U.S. publishers selling international. <http://tinyurl.com/nutdxra>



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