



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 20 Issue 10

October, 2013

Tanya Goodwin Speaking at the October 19 meeting — Researching for Novels: When, How and How to Have Fun Doing It

Tanya Goodwin writes romantic suspense with a twist of medicine, medical romance, and mystery. Her experiences as a physician are reflected in her characters and in her stories. Tanya is a graduate of the University of Miami School of Medicine and completed her specialty training as an obstetrician and gynecologist in Tampa, Florida.

She now resides in New York. Her present life as a traveling doctor allows her to switch from stethoscope to keyboard. Tanya is a member of the Romance Writers of



America, Mystery Writers of America and Sisters in Crime.

Visit Tanya at her websites: www.tanyagoodwin.com and www.holidayheartbeat.com.

Inside This Issue

<i>Cover Design Strategies</i>	p. 2
<i>CAPA Board</i>	p. 2
<i>Article Submissions</i>	p. 2
<i>Internet Connections</i>	p. 3
<i>What's Next?</i>	p. 3
<i>Problem with First Book?</i>	p. 4
<i>Multiple Viewpoints</i>	p. 4
<i>ABCs of the Editing Process</i>	p. 5
<i>Celebrating Success</i>	p. 6
<i>Upcoming Meetings</i>	p. 7
<i>Successful Big E</i>	p. 7
<i>CAPA Co-op Connection</i>	p. 8

Meet A Member: Lauren Yarger By Melissa Flynn

Lauren Yarger may be a “newbie to CAPA,” as she describes herself, but she is far from inexperienced. She is a member of the Drama Desk (Board of Directors), The Outer Critics Circle, The Connecticut Critics Circle (Awards Committee) and the National Book Reviewers Circle. She is a theater critic in Connecticut, as well as on and Off-Broadway, and edits two theater sites. Lauren is a reviewer for the *Manchester Journal-Inquirer* and she writes and reviews books for *Publishers Weekly*.

She is a playwright and freelance writer, and works with authors on events and publicity for their books. Her published works are many. She has written articles, in print and online, and has a story included in an anthology called *The Spirit of Christ-*

mas. She's also written the book for a musical adaptation of *A Christmas Carol*, two dinner theaters and a number of revue shows. She recently planned the first-ever book launch

held at the Mark Twain House in Hartford, which she wrote about at <http://becomeacelebrityauthor.com/a-recipe-for-a-successful-book-launch/>.



Contributors

Jason Alster
Adele Annesi
Dan Blanchard
Roberta Buland
Tamara Dever
Will Dunlap
Melissa Flynn
Steve Feuer
David Garnes
Nick Hahn
Brian Jud
Lou Norton
Rita Reali
Karen Rider
Tom Santos
Lauren Yarger

continued on page 3

Cover Design Strategies — Tamara Dever

Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit www.TLCGraphics.com

This month we'll look at the wonderful results of an author and designer truly working together. *Off the Rack* is a humorous look at what it's like to discover breast cancer, undergo surgery and endure chemotherapy treatments.

The cover on the left was created by the author to share her ideas, and was not meant to be a final design. The doll represents the perfect or "normal" figure that a woman feels before starting the treatment process and the author felt very strongly about including it on the cover. While we weren't sure it would work, the final results are quite striking. Blocking parts of the doll reflects the au-



thor's physical and emotional losses as well as the humor in her writing. Using strategic cropping and title placement, we were able to get the same effect as the original in a more

sophisticated way. The final title treatment is feminine yet strong; the obligatory pink is offset by a fiery orange and the rich black tones of the doll's hair.

CAPA Board of Directors

CAPA Officers' & Board Members' Contact Information

Founder	Brian Jud	brianjud@comcast.net
President	Richard Moriarty	rmoriarty285@earthlink.net
Vice President	Steve Reilly	sriles40@aol.com
Treasurer	Brian Jud	brianjud@comcast.net
Secretary	Rita Reali	rita@realifamily.com
Historian	Jerry Labriola	Labriola00@aol.com
Immediate Past President	Dan Uitti	dan@uitti.net
President Emeritus	Beth Bruno	bethbruno@comcast.net

Committee Chairs

Newsletter	Brian Jud	brianjud@comcast.net
SECAPA Chairman	Tom Santos	santostom@comcast.net
SWCAPA Chairman	Steve Reilly	sriles40@aol.com
NECAPA Chairman	Dan Blanchard	Dan007blanchard@gmail.com
Program	Melissa Flynn	schedulemelissa@melissaflynn.org
CAPA University	Richard Moriarty	rmoriarty285@earthlink.net
Membership	Dick Benton	robenton@optonline.net
Webmaster	Dan Uitti	dan@uitti.net
Writers' Workshops	Roberta J. Buland	rjbuland@comcast.net
The Big E Bookstore	Deborah Kilday	washigon@aol.com
Publicity	Catherine Gibson	cathy.forchildren@gmail.com
Networking	Jason Alster	jasonalster@gmail.com
Meet-A-Member	Melissa Flynn	schedulemelissa@melissaflynn.org

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**

Editor—Brian Jud, Meet-a-Member Column—Melissa Flynn

Copy Editor—Rita Reali, Staff Photographer—Deborah Kilday, Staff Writer—Chris Blake

Meet a Member: Lauren Yarger Continued from Page 1

Originally from New Jersey, Lauren attended the University of Missouri School of Journalism. She lived in Rhode Island and Vermont before moving to Connecticut thirteen years ago.

When she moved here, Lauren decided to concentrate more on the theater part of what she did, her previous jobs being a newspaper editor and then running a desktop publishing business. She trained in the Broadway League's Producer Development Program and produced, directed and wrote for theater. She also has worked in arts management for The Bushnell, the Hartford Symphony Orchestra and Masterwork Productions, Inc.

Lauren says she probably started writing as soon as she was able to hold a pencil. She thinks knowing how to use words and convey meaning that touches people and makes a difference in their lives is deeply satisfying. Editing other writers' work, collaborating and bouncing ideas off them, is one of her favorite aspects of writing.

Her current projects include her freelance writing, working on several author events (in Connecticut and in New York) and finishing a play.

Lauren has enjoyed meeting the talented and friendly authors during her CAPA experience so far. She is interested in discussing what types of events have and haven't worked for members' publishing/publicity experience, as well as any successful book launches or event they might have done.

Lauren's writing blog is at <http://laurenyarger.wordpress.com/>.

Internet Connections By Adele Annesi



For a variation on a theme, the focus this month is on the top agent blogs for writers that offer free e-newsletters.

Subscribe to these agents' posts to get noticed, keep up with the latest trends and expand your contacts.

Nathan Bransford

<http://blog.nathanbransford.com>: Bransford still keeps the blog fires burning with regular posts on the writing life.

Rachelle Gardner

<http://www.rachellegardner.com>: Also a longstanding name in the agent business, Gardner specializes in creating a community of both published and unpublished writers. She covers varied topics and puts a premium on reader comments.

Betsy Lerner

<http://betsylerner.wordpress.com>: Agent, author, editor, guru, Lerner is the author of *The Forest for the Trees*, a must-have classic based on an agent/editor's perspective on writing and getting published.

Janet Reid Literary

<http://jetreidliterary.blogspot.com>: Reid has been in the business for

years, and specializes in advice and queries.

Carly Watters

<http://carlywatters.com/blog>: This is a great blog on queries, submissions, clients, conferences and the publishing industry.

Adele Annesi is an award-winning writer, editor and instructor. Visit her editor's blog for writers, Word for Words (<http://wordforwords.blogspot.com>).

So, You've Finished Your Book...

By Peggy Gaffney

During the panel discussion at a recent CAPA meeting someone asked me to go over some of the steps every writer must do when the book is written. The writing is the easy part when you begin to consider what you must do next.

If you are trying to get your book published by a mainstream publisher, there are several steps you must take at the beginning.

1. Write a query letter to pitch your book to the agent. There are TONS of books, articles and even YouTube videos by experts telling you how to do this, so there is no excuse, ever, to send a poorly written query letter to an agent.

2. Be sure you get someone with skills to edit your letter before you send it. Your query will hit the trash can faster than the speed of light if it has spelling, punctuation or grammar errors.

3. If the agent shows interest and asks to see your first few chapters, GET THEM EDITED. You may have the best story idea or concept known

continued on page 7

Problems Writing the First Book

By Fred Herbert

One of the many problems I am having writing my first book is that I never took the time to learn the English language. This is not because English is my second language; if I had a second language at all, it would be German. I can only speak a little German. Oh, I know how to ask a waitress to bring me a glass of beer: "Fraulein, Ich lasse ein Glas Bier, bitte." And, perhaps later, at an appropriate time, speaking softly, "Liebling – Snookie," but that is about all the German I know.

I did sit in many English classes in high school and college; however, when everyone else was concentrating on drooping participles and dangling modifiers, I was daydreaming, sometimes looking out the window, and wondering how frequency modulation really worked in an FM radio. The coeds were a bit of a distraction, too.

Oops! Microsoft Word tells me I should not use the word "coeds"; instead I should write "female students." The female students would have been much more distracting if they had dressed in today's styles. In my day, many years ago, they all wore long skirts, right down to their Bobby Sox. They wore sweaters in both the fall and spring semesters. In the cold months, they wore a cardigan over the sweater. We called a well-endowed female student "a sweater girl." For a long time I thought cleavage was the capital of the state of Ohio!

One may be 30% wrong on English essays and examinations and still pass the course. My primary discipline was electronic engineer-

ing. Engineers do not write prose, they write jargon. They speak it, too. I took some business management courses. The professor teaching Commercial Law told us spelling and grammar were unimportant in any legal document. He taught that clarity and unambiguity were what counted in contracts. If the parties involved, the terms of agreement, and the compensation were clear, proper English was not necessary. The English professor down the hall would have had a conniption if he had heard that. The law professor was my hero.

Lucky for me, my word processor knows how to spell and knows grammar. I have no excuse for not writing.

The Stiles on Which Story Turns: Using Multiple Viewpoints in Fiction

By Adele Annesi, Development Editor, Writer and Instructor

If you're considering using multiple points of view for your novel or short fiction, take a page or two from bestselling mystery and suspense author Anne Perry.

Don't let the "bestselling" label fool you. Perry's stories provide fine examples of literary writing, because, despite being mystery and suspense, her fiction emulates that of the character-driven mystery

greats, such as Dorothy Sayers. For example, Perry's *Dorchester Terrace*, a 2012 Charlotte and Thomas Pitt mystery, provides a good example of which characters' perspectives she will feature in the novel.

If you're having trouble deciding which viewpoints to write from, consider this: Select the characters on whom the story turns. You only need to consider Chapter 1 of Perry's book to see that, although there's a trace of omniscient third person throughout, Inspector Thomas Pitt, his wife, Charlotte, and the recently promoted Victor Narraway will figure prominently in the novel, because they are the characters on which it turns.

Imagine a painting of a drawing room in Victorian England. More than one person is depicted in the work, but the light falls a bit more on some, and the rest are in shadows. This isn't to say the shadowy figures, the secondary characters in fiction, don't have value. They're simply not the main characters, and their stories, while supporting the main plot, don't outshine it. Instead, they feature prominently in the subplots Perry is adept at weaving throughout the story as a whole.

So, if you're considering a story with multiple viewpoints, consider which characters are central to the story, without whose personal insights the piece would be impoverished. For more on writing, visit [Word for Words](#).

CAPA-U 2014 is Coming

It's not too early to start thinking about CAPA-U 2014! Brochure and registration forms will be published soon. Save the date: May 10, 2014.

The ABCs of the Editing Process: 5 Misconceptions and 5 Solutions for First-Time Authors

By Roberta Buland



I recently received a phone call from a self-published author of a non-fiction book who'd discovered CAPA at the Big E last month. He was impressed by what he saw there and wanted to know how he could join. He felt CAPA might be useful to him in selling his book. I invited him to our monthly Avon CAPA meeting to hear Eric Kampmann speak about trade distribution. He told me afterwards that the meeting was dynamic and helpful. Then he invited me to meet him and his team, those who helped him through the writing process and were going to help him market his book, to discuss CAPA over lunch.

Not one to say "No" to an opportunity to promote CAPA, I accepted the invite for the following week. My intention was to talk about the advantages of joining CAPA, *The Authority*, CAPA-U, selling books at the Big E and other venues, and opportunities to network at our nearly 50 meetings a year throughout Connecticut.

Publishing 101

From the group's questions, I realized these well-educated and well-spoken educators needed a course in "Publishing 101." While the book was well researched and impressive, I

explained this was not the end! Nor was the long list of potential contacts the end. In fact, the book and the list were only the beginning.

I told the group they needed a primer on publishing. Then I proceeded to explain how they might benefit from forgetting the misconceptions they had, which were:

1. Writing a book is not the same as editing it.
2. Having in hand an edited book is not the same as a published book.
3. Printing a book is not the same as selling it.
4. Intentions are not the same as acting on them.
5. Acting on intentions may or may not produce book sales. They have to be smart about a marketing campaign. Book sales come with a whole coterie of issues from distribution, taxes, returns, etc.

Overcoming Misconceptions

I could tell from their faces and body language they did not realize they had these and other misconceptions about selling books. To overcome them, I explained they needed to meet other authors, marketers and distributors. I said they should also attend CAPA-U in order to learn about the various facets of publishing, including marketing. One of the team immediately asked about the deadline to register for CAPA-U.

Additional suggestions included:

1. Join CAPA to begin to learn about the publishing industry.

Attend meetings and network with others there. One can learn a lot by networking.

2. Research the competition in an effort to understand how his book is new and different from the competition.
3. Research how to market a book. This translates into a lot of time on the Internet, speaking with marketers, meeting others who have successfully marketed their books, and culling all the information to be sure they understand how it may work for them.
4. Use information learned in #2 and #3 above to develop a marketing plan.
5. Get into the marketplace in every imaginable way—branding, e-mailings, developing a website, direct mail, Facebook, LinkedIn, Twitter and whatever else might bring the business of selling the book to the target market.

I finished by reminding them that a finished book is only about 10% of the process of publishing. They were now on the threshold of beginning the other 90%. I heard a few chuckles.

Comments? Contact me 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

Nick Hahn's *Under The Skin* was displayed at Fra the Frankfurt Book Fair, Germany and the largest international book fair in the world! This show attracts a large international audience of publishers, agents, retailers, editors and publishing service providers.

Louis Arthur Norton: "I have two pieces that have recently been accepted: "A Marblehead Seaman from the War of 1812" a fascinating story of an ordinary sailor who fought and was wounded onboard the USS Constitution during the War of 1812. This should appear in the spring issue of *Sea History* the journal of the National Maritime Historical Society. The second is titled "Maryland's Naval Surgeon Under Sail," the story of the first U S Naval Fleet Surgeon. By an ironic juxtaposition of accepted pieces, he was the naval surgeon who amputated the arm of the sailor in the "Marblehead Seaman" story above. This is will be published shortly in *The Maryland Historical Society Journal*."

Adele Annesi now teaches *The Art of the Essay* at the Danbury branch of Naugatuck Valley Community College and the LVA School. Also, the Ridgefield Writers Conference now has a new fiction workshop with acclaimed author Rachel Basch.

Will Dunlop is proud to report that his short horror story "Whatever You Want" won sixth place in the 82nd Annual *Writer's Digest* Competition in the Genre Short Story category. His story and name will be listed in the November/December 2013 issue of the magazine.

The first-ever Ridgefield Writers Conference and An Evening With the Authors on Saturday, September 28, in historic Ridgefield, Connecticut, was filled to capacity and a resounding success. Thanks go to keynote speaker Michael White, and founders and coordinators **Adele Annesi, Chris Belden and Rebecca Dimyan**. Premiere faculty, industry-leading panelists and a rich selection of evening readings by prominent authors made this a must-attend event.

MJ Allaire: "On September 3rd, I published my 7th book, *Into Thin Air* (a young adult mystery) through my own publishing company, Bookateer Publishing. I purchased 100 copies just in time for the Big E and SOLD out! Yahoo!"

Steve Feuer's two titles were award-winning books at the Florida Authors and Publishers Association (FAPA) annual President's Awards ceremony for the best books of 2012 and the first half of 2013 by authors and publishers throughout the United States. "The award winners represent some of the very best books published by national and Florida writers and presses in the past year and a half," said Chris Angermann, FAPA President. Steve's two titles were: *The Tattered Prayer Book* by Ellen Bari and illustrated by Avi Katz and *Amidst The Shadows Of Trees* by Miriam Brysk.

David Garnes' new book, *Waitin' For The Train To Come In: A Novel Of World War II*, has just been published. The story of a family living through the tumultuous war years, the book takes place in Springfield, Massachusetts, and in the Pacific. As the cover says, *Waitin' For The Train To Come In* is the story of ordinary people caught up in extraordinary events. Rationing... bond rallies... U-boats off the coast... Betty Grable and Bing Crosby... air raid drills... kamikaze attacks... and the constant fear that loved ones serving overseas might not return... World War II remains the defining event of the 20th century, still vivid decades later in the minds of Americans who lived through it--on the home front and on the battlefields." *Waitin' For The Train To Come In* is available from Amazon, Barnes & Noble and directly from David (davidgarnes@msn.com).

Membership Renewal

It's October – and that means it's CAPA membership renewal time. Individual memberships are \$48; family memberships are \$60. To ensure smooth continuation of your CAPA membership, please be sure to pay for your renewal ASAP. You may renew your membership at any CAPA meeting.

Critique Group Wanted (By Karen Rider)

I am looking for a small (8 or fewer) group of fiction writers who want to meet regularly for critiquing. Ideally, a group with published authors and emerging writers. If you have such a group and there is room for another, please contact me. If you'd like to form a group, let's talk. (use form linked below) Preferred location in Middletown, Cromwell, Wethersfield, Rocky Hill, Berlin/Newington area. Contact me at: <http://www.karenrider.com/connect/emailkaren/>

Gaffney from page 3

to man, but if your writing is littered with errors, no one will ever know it. The economy has hit the major publishing companies hard, so relying on them to edit your book from scratch won't happen. They will expect a well-written, well-edited submission. Their editors want to spend their time fine tuning the prose, to make it more marketable.

If you decide not to use a mainstream house, but rather to publish the book on your own, this job requires multiple steps as well.

1. Get it edited. You may have noticed a soapbox approach I have on

this topic but I read about three hundred books a year and nothing annoys me more than to have the story plot draw me in and then, with crashing mistakes in grammar, spelling and punctuation, distract me.

2. Find a printer. Decide whether you want the convenience of a print-on-demand company such as Create Space where your per-copy profits will be less but where most of the work of distribution is done for you; or if you want to find a book printer. Many of these do short runs at very low cost. You will pay less per copy, but have to store and ship the copies on your own. In either of these scenarios, be sure to have a hard-copy proof of the book sent for you to check before you okay the print run.

3. Go to Smashwords and follow their directions to have your book converted so it may be published to various e-readers, plus upload it to Nook and Kindle. Be sure to double check that you follow the specific directions for each of these different formats. Here again, check a proof before it is published.

Once these jobs are completed and the book sits in your hand, jump onto the internet and publicize your book on every possible related forum. It is hard work, but it's well worth it.

*Peggy Gaffney is the author/publisher of ten knitting books as well as **Do It Yourself, Publishing Non-fiction In Your Spare Time**. <http://www.kanineknits.com>.*

Schedule of Upcoming Meetings**CAPA CENTRAL**

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

October 19 – Tanya Goodwin

November 16 – Nikoo and Jim McGoldrick

December 21 – Annual Holiday Party

**CAPA SOUTHEAST**

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

November – Date and presenter TBA

December – Date and presenter 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>)

October 21 — Pamela Walton — Her journey to getting published

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

**CAPA BOOK-NETWORKING MEETINGS**

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

October 26 Big E success stories; general book marketing

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

**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>)

October 9: Richard LaPorta

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

December 11: Amy Collins

January 15: Brian Jud

February 12: Open House/Anniversary

March 12: Sam Pickering



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/>).

November

12	West Hartford	Craft Fair 21st
12	Waterbury	Santa's Workshop
10	Southbury	Autumn Craft Festival
23	Canton	Canton Holiday Craft Fair 4th
23	Shelton	Cookie Express Christmas Fair 31st
24	Glastonbury	"American Made"
29	Middletown	58th Annual Exhibit

December

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



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

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 recording of the October 10 webinar: "Ready For the Marketplace: What Will Stores Think of Your Book?" by Amy Collins is at www.aboutcapa.com

October 24: "Book Promotion 2014: Keeping up with the Changes," by Dan Poynter; Register at <http://tinyurl.com/ndq9kef>

November 12: "How to Sell books Internationally," by Patricia Molinaro, International Trade Specialist