



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 21 Issue 10

October, 2014

The Speaker at the October 18 CAPA Meeting Is Jerry Labriola

The title of Jerry's talk is *DNA and the New Genetics: A Double-Edged Sword?*

Jerry will cover three issues: His concerns, the essential questions and his opinion. These will be in four main areas: (1) the effect on the criminal justice system, (2) privacy & confidentiality of genetic information, (3) some clinical considerations, and (4) predisposition, which he will explain during the talk.



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Meet A Member — Dr. Gary Rhule M.D. By Jason Mark Alster, M.Sc

When I met Dr. Gary Rhule, the first thing that surprised me was that he, by himself, sold over a thousand copies at book signings. WOW! I just had to find out more.

Gary Rhule is a board certified Internal Medicine physician and healthcare management consultant. He worked for many years as an Emergency Room doctor, where many persons are affected by physical, as well as mental, illness. He is interested in improving the mental health system, removing the stigma of mental illness, and closing gaps in health disparity.

He was born in Kingston, Jamaica and has lived in the U.S. since age 14. Gary tells me that



ever since he was a child of 11 he wanted to be a physician. He loved knowledge and loved to read. He was exposed to the health occupation at a young age because his older brother had a bad case of asthma which necessitated emergency room care, and his aunt was a nurse who liked to talk about her

Contributors

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Cover Design Strategies — Kathi Dunn

(For over 25 years, Kathi Dunn, one of the country's top book cover designers, has created bestselling book covers and information products that authors, speakers and experts use to build their brands and businesses. Contact Kath at info@dunn-design.com or (715) 634-4857. Visit <http://www.dunn-design.com>)

The More You Know Eagles Nest Publishing

This book about the sensitive topic of adultery was delivered to us mid-stream by a self-publisher who was receiving negative feedback on his original cover. After in-depth discussions with the author, we discovered that the book's message is not about adultery but, instead, it is about suspecting adultery and what to do about that.

In redefining the intended audience,



we first encouraged the author to reconsider the title and subtitle. The bright color palette and juvenile illustration were also abandoned for a

more sophisticated on-target approach. Knowing that this author had major media exposure potential and one goal of this book was to promote his business, we redirected the visual focus to him as a leading authority. The double wedding rings interlocking the o's in the title words add a subliminal splash of hope. Since books are most often shelved spine out, this spine is especially intriguing with the critical placement of the author's eye right in the middle of it, instantly grabbing browsers' attention.

Customers attach value to a book in proportion to the perceived ability of the book to help them solve their problems.

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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

Dr. Gary Rhule — Continued from Page 1

experiences at home. He is a graduate of Amherst College, Massachusetts and the University of Rochester School of Medicine and Dentistry, New York.

As an ER physician at St. Francis Hospital until 2009, Gary has worked with many patients who, in addition to coming to the emergency room for a physical condition, also needed help with mental health concerns. Dr. Rhule has an interest in public health, health policy, health equity, and cultural competency in health care and understands the complexity of the cultural context in which health care is delivered. He has done voluntary medical missions in Zimbabwe, Jamaica, Grenada, Haiti, and Guyana in South America.

I asked about how he came to be an author. He said that he was a journalist for his college paper, reporting on Amherst events and visits by dignitaries. However, he always felt he wanted to write a book and can even pinpoint the exact time he decided to write a book: January 1st, 2012. He had reached 50 years of age and made a New Year's resolution to finish a book by the end of the year. Thus, Gary also had a deadline.

His book, *Sailing on Broken Pieces* is told from the triple perspective of a sibling, caregiver, and Emergency Room doctor who treats people with mental illness in the emergency room and copes with the same concerns at home. It is told through vignettes from the emergency room intertwined with common symptoms of mental illness. The goal of

Sailing on Broken Pieces is to eliminate the stigma of mental illness and provide strategies and insights on how to cope while providing support for their family member.

“I Am My Brother's Keeper:” Review by Jason Mark Alster on Amazon.com for *Sailing on Broken Pieces*

I had met Gary Rhule, a Jamaican American, because we are both Connecticut authors and belong to CAPA, Connecticut Authors and Publishers Association. I had offered to read and review his book about essential survival skills for recovery from mental illness, because, like Dr. Rhule, I also work in a hospital with patients who have neurological and/or psychiatric brain disorders. However, I found the book to cover more than just that. It deals with the stigma of mental illness, the choices a sibling and caregiver have to make, and the decision to care for a brother who has mental illness.

The book juxtaposes Gary Rhule's work as an emergency room physician with the work of being a caregiver for a sibling, saving lives and enabling people in both situations. But, unlike the gloomy feeling one might expect from a book dealing with mental illness, this book is exciting, full of interesting stories, and loaded with life's lessons that may be learned from an ER doctor. From the moment I read the first paragraph I was captivated and knew this was a well-written book. You can't make this stuff up...With script like "*We are glad you came,*" she said again. "*Sometimes when we call families, they do not come. You know, they have lives, too.*"

You can say Gary has found his "calling" when he decided to take up the challenge of caring for his sibling. However, the above sentence could apply to anyone caring for a family member, for instance a child with a developmental disorder or a parent who has developed dementia.

From the perspective of working in an emergency room, the action competes with anything I have seen on TV: "*All the bones and tissues of the ankle and foot were displayed for the entire world to see. Frank Netter, the medical illustrator, could have drawn the ankles anatomy from this wide open view. Surprisingly, there was little blood despite the magnitude of the injury.... I shook my head in disbelief as I imagined his falling, and hearing the snap and loud crack as he fell off the ladder.*"

How do you deal with pain, both physical and emotional? Read the book and find out. Dr. Rhule hopes that by reading his story, others will band together and take up the responsibility of understanding how to cope and deal with mental illness in a family member.

Dr. Gary Rhule now works for a major insurance company reviewing medical claims. He loves to be invited to speak about his book and the topic of caregiving for people with mental disorders.

Webpage : <http://garyrhule.com/>

Video Book
Trailer http://youtu.be/r_Gvg0vetkk



What's Your Favorite Font?

By Dick Margulis

Many discussions of book interior design begin with some version of the question “What's your favorite font?” I've heard and read discussions among publishers that start there and descend. One person loves Palatino. Another has never considered the question and admits to creating his book pages in Microsoft Word, using the default font in that program, Times New Roman. (For the record, I'd be unlikely to use either as a text font in a book, although both have their purposes in other contexts.)



This approach to book design is backwards. Font choice is important, but it comes later in the process.

A book design begins with an analysis of the manuscript itself. What category is the book in? Who is the intended audience? What are all the different kinds of elements making up the book (lists, sidebars, tables, charts, images, heading levels, and so forth)? What will the book sell for? How long is the book? How will the book be printed?* How many copies will be printed initially?

Working from that information, the book designer can develop an integrated conceptual plan encompassing paper type, page size, margins, and page count. Once the publisher approves that plan, the designer can begin investigating font choices that

are appropriate to the content.

Why does it matter how the book will be printed? For a few reasons. Read about one of them here: <http://ampersandvirgule.blogspot.com/2008/02/marginal-note.html>

Contact Dick at Dick@dmargulis.com

The Cover Design Process

By Michele DeFilippo

Some people think that book cover design happens in just a few moments, but that's not the case. Before the designer can even begin, he or she must spend time researching other books in your category so that your book's design will fit in as well as stand out. If that sounds like a contradiction, it is. Your book must look like it belongs with others of its type, but it also must look better, and more interesting, so that people will buy your book and not someone else's.

A cover designer will also talk about your target market, so that the design will appeal to the people most likely to read your book. Age, income level, profession—all of these must be considered in the design. Even if your book would appeal to “everyone,” it's still necessary to define who is most likely to buy your book and create a cover that appeals to the smaller group. That's the science part of cover design.

Next comes the “art” part. While it's true that a designer will start by quickly sketching the first ideas that

come to mind, an experienced designer will almost always reject these first ideas and strive for something better and unique. A good designer will find the right images, combine them in creative and eye-catching ways, and show you at least three very different designs to give you a clear choice. Then, he or she will collaborate with you on changes until the cover is everything you imagined.

If you look at the samples of low-cost cover designers critically, you can see that they have used a “cookie cutter” approach—changing a photo here, a typeface there, but not offering the client real creativity.

After a cover design is chosen, the process moves back into “science” mode — creating the digital file correctly for printing, so that what you see is what you actually get from your printer. The cover design process takes between twenty and thirty hours. As in most other areas, you'll get what you pay for in cover design, so beware the low price quote.

Contact Michele at 1106 Design, LLC, www.1106design.com

Media Tip

Practice for appearing on TV or radio can be as easy and fun as listening to or watching talk shows. On television, watch how successful guests interact with the host and audience. Try watching the show on which you are scheduled to appear, with the sound off to focus your attention on the guests. How do they sit? What do they wear? What are the seating arrangements and backgrounds? What are the predominant camera angles? Incorporate what you see into your own performance.

The ABCs of the Editing Process: Is It Singular or Plural or Both? By Roberta Buland



In a recent article entitled, “Why Deer Are Deer Whether 1 or 100 Appear,” by Bob Kyff, also known at *The Hartford Courant* as the “WordGuy,” it struck me that so many authors often use words that can be both plural and singular. Some writers may add an “s” to pluralize a word when it isn’t needed. So, I researched with the goal of establishing what the rule is for pluralizing words. What I found out is that there is no one rule!

Some words stay as they are

Most people know that “sheep,” “fish,” “fowl,” “salmon,” “moose,” “swine,” and “bison” are both singular and plural just as they are. One doesn’t write *sheeps*, *fowls*, *salmons*, or *mooses* (or worse, *meese!*). The computer doesn’t like “sheeps” or “meese” either; it underlined those words in red! Other singular/plural nouns to remember are “you,” “air,” “shorts,” and “pants,” not to mention “swine,” “furniture,” “luggage” (although when carrying more than one piece, you might be tempted to write or say “luggages”). The computer also underlined it in red, so we know it’s wrong!

Have you heard of a “defective” noun. No, it is not a noun that is missing something or has an abnormality. A few nouns in this category are “(eye) glasses,” “pants” (referring to a pair), and “scissors.”

They are called defective because they have no singular form. Yet, “sheep” and “fish” are labeled irregular plurals.

Uncountable nouns

Some nouns are called uncountable such as “underwear.” One wouldn’t write “two underwear” or “three underwear” because it is not a plural or a singular word. Add a clarifier: “one pair of underwear,” “or two pairs of underwear.” The same form applies to “money” (we don’t write “three money” or “six money”). The word, “music” also falls into this category.

When it comes to speaking some words, such as “corps” that is both singular and plural as written. If spoken, one would say “kor” in the singular and “korz” in the plural. The words “tweezers” and “scissors” do not change whether in the singular or plural. We do not write “a tweezers” or “a scissors.”

Exceptions to rules

The fact is English is full of exceptions to rules, particularly when writing plurals. Normally, one adds an “s” to a word to make it plural. Then come all the exceptions, such as “box,” “watch,” “moss,” and “bus,” which add an “es” to form the plural. Don’t add “ses” to “bus” because it would be wrong.

Nouns ending in “f” often drop the “f” and add “ves” such as “wolves,” “wives,” “leaves,” and “lives.” Does anyone know of any exceptions?

Then there are nouns with different plural forms: “child/children,” “woman/women,” “man/men,” “mouse/mice” (except for a computer “mouse”), and “goose/geese.” Nouns ending in the vowels “y” or “o” have no definite rules for becoming plural. You either memorize them or look them up, but don’t use logic to figure them out. Examples are: “baby/babies,” “toy/toys,” “stereo/stereos,” “memo/memos,” and “potato/potatoes.”

Whoever said English is fair or easy?

If all words became plural by simply adding an “s,” how much easier English could be! Some are “bottle/bottles,” “window/windows,” “pencil/pencils,” and “pen/pens.” But as a lawyer friend told me years ago, “Whoever said life is easy or fair?” I think that about sums up how to describe English rules also, don’t you?

**Comments? Write to
rjbuland@comcast.net**

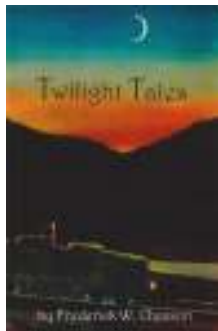
Roberta J. Buland is the owner-editor of RIGHTWORDS UNLIMITED, a full service editorial and publishing services firm in West Hartford. She is a past president of CAPA and may also be reached at 860-308-2550.

CAPA Members Celebrating Success

Secrets & Shadows—a book launch reception at Gallery 53, Meriden: Secret & Shadows celebrates the release of **Kathryn Orzech's** dark suspense saga, *ASYLUM*, and pairs with the opening of an Urbex Photography exhibit. Urban explorer and photographer, Robert C. Marsala has gathered his best images of asylums and other decaying structures for the event. Join Kathy at this unique launch reception: Secret & Shadows, Sunday, November 2nd from 1 to 3pm at Gallery 53, 53 Colony St. in downtown Meriden, CT. Light refreshments. Free parking in public lot across the street.

"On October 1st, **Bill Rockwell's** new inspirational, fantasy novel, *Heaven's Conflict*, the story of Lucifer's downfall from God's Grace in Heaven soon after his creation, was published in trade paperback on Amazon.com and also E-Book form for all E-Readers from the appropriate E-Tailers. Later in the month, the audiobook, narrated by Bill, will also be available on Audible.com, Amazon, and I-Tunes.

Fred Chesson says, "I am pleased to report that Amazon has announced publication of my second short story collection: *Twilight Tales*. The stories are oriented towards the iconic Twilight Zone TV series from the late Rod Serling, to whom the work is dedicated. Once again, appreciation is awarded to Dan Uitti, for cover design and editorial assistance, as with my previous project, *Winter Tales*, also from Amazon. Thanks again to CAPA and have a good read!"

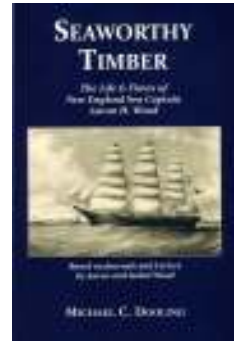


Debbie Fay says, "My book, *Nail it. Create and deliver Presentations That Connect, Compel, And Convince* will be available on Amazon October 16th - and other booksellers as well. This is my how-to book with easy-to-use, impossible-to-forget tips and tools for everything from assessing your audience, to creating a winning persuasive presentation, to building great elevator pitches to acing the interview. After eight years in business, helping speakers of all ages and vocations, I am thrilled to launch this resource!"

Archivist, former news librarian, anti-quarian bookman and author **Michael C. Dooling** has written a new book published by The Carrollton Press.

Seaworthy Timber: The Life & Times of New England Sea Captain Aaron H. Wood is based on journals that Aaron kept on his first voyage and letters from his wife later in his career when he was master of his own sailing vessels. Aaron first went to sea in 1854

on the clipper ship *Monarch of the Sea* and sailed to the Black Sea taking French troops, horses and weapons of war to the battlefields of the Crimean War. In his handwritten journal, which Dooling owns as part of his book collection, Aaron describes the life of a seaman on a clipper ship, the battlefields of the Crimean War, and a naval battle that used iron-sided vessels and shell guns for the first time.



How can Hundai and Volvo Help You Sell More Books?

Don't automatically cut your price to sell more books. In the 2008-2009 recession, job prospects looked uncertain as many people were laid off. Consumers delayed purchases of durable goods, and car sales plummeted. Major car manufacturers slashed prices and sought government bailouts. Humdai considered those options, but took a different approach. It asked potential customers why they were not buying cars. The overwhelming answer was, "I could lose my job, so the risk of making a major purchase is too high." Instead of offering a price reduction, Hundai devised a risk-reduction guarantee: "If you lose your job or income within a year of buying one of our cars you can return it with no penalty to your credit rating." Hundai sales nearly doubled. It didn't innovate to sell better cars. It innovated to sell cars better.

Furthermore, you don't have to be better than competitive titles, just different. Claim your market niche where your difference makes a difference. Volvo does not claim to make a better car than BMW – just a different one. In customers' minds, Volvo is associated with safety, while BMW emphasizes the joy and excitement of driving. Because the two automakers emphasize different criteria of purchase, they appeal to different customers.

How can knowing that help you sell more books? Attend Book Selling University <http://tinyurl.com/qzg9by9>

Ten Ways to Search for New Business Opportunities and Still Stay in Your Comfort Zone

Why don't more publishers seek sales in non-bookstore markets where they can sell more books more profitably? One theory is that they are skilled at executing clearly defined strategies but are ill-equipped for out-of-the-box thinking. Or, when a new idea does emerge it is usually doomed because the publisher is organized to support one way of doing business and doesn't have the organization to support a new one, i.e., special sales. Here are **Ten Ways to Search for New Business**

Opportunities and Still Stay in Your Comfort Zone

1. Tackle a business innovation and growth systematically and evolutionary
2. Ask, "How can we build on the capabilities and assets that already make us distinctive to enter new businesses and markets?"
3. Clearly define your target buyers and ask who else can use your content
4. Search for unmet needs among current and new buyers and current and new markets
5. Are there any trends in your target markets that portend future opportunities?
6. How can you create more value for existing and potential customers?
7. How can you change the format (ebooks, audio books, calendars, booklets) of existing content to increase sales opportunities?
8. Can you extend your authors' brands to help them generate new sales for their books (i.e., speaking engagements, seminars)?
9. Is there a publisher of complimentary products that is already in the market you seek, one that you could work with on a joint venture?
10. Search for a simple extension of an existing capability or product that has applicability outside your core business

Schedule of Upcoming Meetings

CAPA CENTRAL



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

October 18: Jerry Labriola
November 15: Panel Discussion
December 17: Annual Holiday Party

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>)

October 20: Leesa Freeman - Groton Inn & Suites
November 17: Lisa Saunders - Groton Inn & Suites
Dec. 15, Holiday Party, Time and place to be announced

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 13: Topic TBA
November 10: Topic TBA

CAPA BOOK-NETWORKING MEETINGS



Location: Wethersfield Public Library, (Jason Alster, jasonalster@gmail.com)

October 11: Open discussion about selling and marketing our books
November: 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>)

October 15: Jerry Labriola
November 19: 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/>).

November

1	Oxford	Oxford Arts and Craft Show 42nd
2	Waterbury	New Age & Craft Expo
8	Cheshire	Christmas Bazaar 11th
8	Southington	First Lutheran Holiday Fair 4th
8	West Hartford	Craft Fair 22nd
9	Groton	Groton Arts & Crafts Fair
9	Southbury	Autumn Craft Festival
15	Cromwell	Holiday Craft Fair
16	Waterbury	Waterbury Arts & Crafts Show 3rd
22	Bolton	Sleigh Bells Ring Christmas Fair 44th
22	Canton	Canton Holiday Craft Fair
23	Madison	Christmas Boutique
23	South Windsor	South Windsor Arts & Craft fair 1st
30	Southington	Southington Arts & Crafts Show 20th

December

4	Meriden	Meriden Mall Holiday Art & Craft Show
5-6	Bethlehem	Christmas Town Festival 34th
6	Bolton	Winter Faire
6	Cheshire	Cheshire Strawberry Festival 77th
6	Colchester	Sleigh Bells Arts and Crafts Fair 3rd
6	Coventry	Craft Show 38th
6	Manchester	Holiday Craft Fair 22nd Annual
6	Unionville	Annual Holiday Craft Fair 36th
13	New Britain	The Crazy Holiday Cookie War
13	Shelton	Shelton Holiday Craft Festival

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:

October 23: "How to Negotiate Large-Quantity Sales" Sign up at <http://tinyurl.com/lvw9ynl>

The APSS 2014 Sales Conference will be held on October 24—25 at the Embassy Suites Hotel, Philadelphia airport. Get the CAPA discount and save \$150. For details contact BrianJud@bookapss.org



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