



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 22 Issue 10

October, 2015

## October 17 -- The 6-Step System to Increase Your Platform and Multiply Your Book Sales, By Cloris Kylie, MBA

Do you want more people to read your book? There is ONE thing you must have to become a successful author: a solid PLATFORM.

What is a "platform?" It's the number of people who know about you and who, with the right approach, will be ready to buy your books and to tell their friends about you!

In this presentation, performance coach, author, and branding expert Cloris Kylie will share her **6-step system** to build a solid author platform so that you increase your readership and multiply your book sales.

Cloris Kylie, MBA, helps authors expand their reach and strengthen their brand so that they boost their readership and revenue. An advanced Toastmaster and sought-after lecturer, Cloris has been featured on various television and radio shows, and her articles have been published on personal development and business websites with millions of followers.



## Inside This Issue

Cover Design Strategies	p. 2
Media Tips	p. 2
Interview with an Agent	p. 3
Kaleidoscopic Marketing	p. 4
Book Jackets Matter	p. 4
ABCs of Editing	p. 5
Celebrating Success	p. 6
Numbers in Book Titles	p. 6
Upcoming Meetings	p. 7
Why Are You Writing	p. 7
NaNoWriMo Events	p. 7
CAPA Webinars	p. 8
Co-op Connection	p. 8

## Meet A Member: Patti Brooks By Jason Mark Alster

I probably met author Patti Brooks when I was a kid. You see, my dad used to take the family to upper New York state for summer vacations. We often stopped at Santa's Village near Lake Placid, where I would get a pony ride. Well, it turns out that a young Patti Brooks was giving those rides. Her father, Julian Reiss, started what Patti says is the nation's first theme park. He got the idea when he entertained Patti with the tale of a young bear who found the North Pole in the Adirondack woods. Patti asked her father to take her there.

Her father thought, *Wouldn't it be wonderful to be able to take a young child to a land where Santa lived?* So evolved *Adirondack Mountains*, where adventure, hors-

es, wanting to entertain, and storytelling all go together in the themes of Patti's mystery books set in the world of horses.



*Fame and Deceit* is a well-written and exciting look into the fascinating world of breeding stables and world class horsemanship, while *Blood Hoax*, the second book in the Cherny mystery trilogy, takes horse trainer Ike Cherny through his quest to trot to the top of his chosen career. For anyone who loves horses - and especially those who love Mor-

## Contributors

Jason Mark Alster  
Adele Annesi  
Patti Brooks  
Beth Bruno  
Roberta Buland  
Sheree Bykofsky  
Tamara Dever  
David Garnes  
E.J. Hagadorn  
Carol Healy  
Ann Jamieson  
Brian Jud  
Eric Kampmann  
Cloris Kylie  
Scott Lorenz  
Dick Margulis  
Roger Parket  
Dan Poynter  
Jean Marie Rusin  
Tom Santos  
Dan Uitti  
Gerda Walz-Michaels  
Benita Zahn

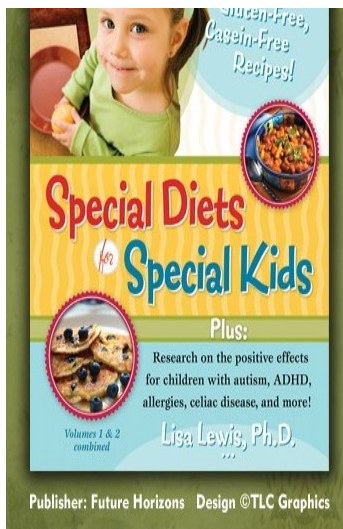
Continued on page 3

### The Cover Story - Tamara Dever

(Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit [www.TLCGraphics.com](http://www.TLCGraphics.com))

### Media Tips For Getting On The Air

The publisher and author of *Special Diets for Special Kids* wanted to emphasize healthy foods, staying away from less nutritious kids' staples like cupcakes, pizza, and the like. As a person actually on this diet, I know that anyone with these restrictions simply wants assurance that they can still eat many of the foods they loved pre-diagnosis. Not showing this on the cover could turn potential readers away, giving them the impression it's all about boring health food that their already picky kids won't want to eat. By using photos that show a nice compromise between healthy and familiarity, this cover is attractive to kids and parents and invokes a "can-do" attitude.



*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.*

*The hosts are not there to hurt or torpedo you. They've invited you because you have expertise to share with the audience and you have as much talent as the person interviewing you.*

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

### CAPA Board of Directors

#### CAPA Officers' & Board Members' Contact Information

<b>Founder</b>	Brian Jud	brianjud@comcast.net
Co-Founder (CAPA)	Jerry Labriola	Labriola00@aol.com
President	Deborah Kilday	kildaykrafts@aol.com
Vice President	Steve Reilly	sriles40@aol.com
Treasurer	Brian Jud	brianjud@comcast.net
Secretary	Robert J. Buland	rjbuland@comcast.net
Immediate Past President	Richard Moriarty	rmoriarty285@earthlink.net
Newsletter	Brian Jud	brianjud@comcast.net
SECAPA Chairman	Tom Santos	santostom@comcast.net
SWCAPA Chairman	Steve Reilly	sriles40@aol.com
Program	Brian Jud	brianjud@comcast.net
Membership	Dick Benton	robenton@optonline.net
Webmaster	Dan Uitti	dan@uitti.net
The Big E Bookstore	Deborah Kilday	kildaykrafts@aol.com
Publicity	Dennis Schleicher	dennisschleicher@me.com
Networking	Jason Alster	jasonalster@gmail.com
Social Networking	Peggy Gaffney	gaffney@kanineknits.com
Past-President, Advisor	Beth Bruno	bethbruno@comcast.net

Editor—Brian Jud, Meet-a-Member Column—Jason Alster  
Copy Editor—David Garnes, Staff Photographer—Deborah Kilday.

### 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](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Jason Alster at [jasonalster@gmail.com](mailto:jasonalster@gmail.com)

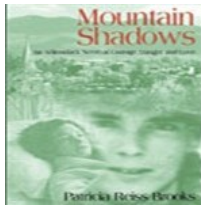
**ARTICLES DUE BY THE 28TH OF THE MONTH**

## Patti Brooks— Continued from Page 1

gan horses - *Blood Hoax* is a real treat.

Brooks' true story of a plane crash, "Early One Halloween Night", joins an anthology of seventeen stories set in the Adirondacks by authors who love the mountains.

Patti's first book (after the stories she wrote for school assignments) was *Mountain Shadows*, a riveting tale of danger, courage, illness, and love. The spirit of the Adirondacks lives in this vivid historical novel set in the North Country during the wild days of Prohibition. Patti lights up with pride when she tells me that at least fifteen high schools have it as required reading in New York state history classes. That is a great achievement any author would love.



Patti Joined CAPA when she wanted to promote her books at the BIG E, where there are horse shows. I met Patti again at the Big E when I first joined CAPA as we stood next to each other. She was selling her horse mysteries like hot cakes (It was also right after the horse show!).

"How is it that you are so good at getting people to come have a look-see at your books?" I asked Patti. She replied, "My family used to work with tourists in Lake Placid." Now I know what she meant. Patti is involved with the Morgan Horse Museum in Middlebury, Vermont and has a Morgan horse farm herself in Connecticut.

For more information on Patti, see [Pattibrooksbooks.com](http://Pattibrooksbooks.com). For more on Santa's Village, check out the NYT article at <http://tinyurl.com/p94uvx6>

## Why Does the Book Jacket Matter?

By Eric Kampmann

The obvious answer is that it is the best and cheapest advertising vehicle you will have for your book. But the obvious answer is not the right answer. Here I am thinking about the competitive factor.

Does a good book jacket help get the book into bookstores initially? The answer is a definitive yes. The reason is clear to those who sell every day because we get to see the stacks and stacks of book jackets sitting on the buyer's desk ready to be accepted or rejected.

The problem is that your book is in the same stack as the Random House title or the Putnam or Harper Collins title, all professionally produced. If your cover design does not measure up to the best, then the likelihood of that title ending up in the rejection heap increases dramatically.

So you need to have a good designer and you often have to get them to produce more than one design concept; and you need to talk to your distributor's sales people early in the process so that mistakes are minimized.

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

---

Sell your book as an ad specialty. This is an item that carries on it a logo, message or brand name that provides an advertising impression. Examples are pens, coffee mugs or customized books.

## Perspectives from a Literary Agent

An interview with  
Sheree Bykofsky,  
by Beth Bruno



Sheree Bykofsky is the founder and President of Sheree Bykofsky Associates, Inc. As a literary agent since 1991, Sheree describes herself as a generalist with eclectic and sometimes eccentric tastes.

A long-standing member of the AAR, and the first agent to have a web page, Sheree has represented over a thousand authors in all areas of adult non-fiction as well as literary and commercial fiction.

Recently, as a writer and book editor herself, Beth Bruno, past president of CAPA, asked Sheree Bykofsky to comment about some of the changes taking place in book publishing.

Beth: Now that digital publishing has taken hold in the book publishing business, such that virtually anyone with a manuscript and \$1000 can publish a book, how has this affected your business as a literary agent?

*Continued on page 4*

## Bykofsky Interview Continued from Page 3

**Sheree:** Even though I don't get the yearly six-figure advances any more, my business is flourishing and actually growing--especially in the area of foreign rights. Now that the dust has settled and publishers realize they can do well with hard copies and electronic books, authors are getting published in multiple arenas and their books are getting promoted more electronically.

**Beth:** Are fiction agents shifting to representing nonfiction because the profit margins in fiction have been squeezed too tightly?

**Sheree:** The advances are not what they used to be, but every agent who represents fiction would love to find the new J.K. Rowling. When a novelist hits it big, they hit it bigger than most non-fiction writers.

Talented novelists are also dependable about publishing many books, and with each new book their platform grows larger.

**Beth:** I've heard that publishers expect authors to do most of the marketing of their books. They see their responsibility as listing books for sale on Amazon and other websites, distribution in bookstores, obtaining reviews, and listing new titles in trade publications.

**Sheree:** Because publishers rarely commit publicity dollars to the books they publish and they expect a lot from the authors, many authors mistakenly believe that they can do better publishing on their own. I have found those authors have become quickly disillusioned with the self-publishing experience. Publishers still do a far better job than authors at distribution, and that cannot be underestimated. Also

agents are necessary for contract negotiation, publishing contacts, negotiating good deals money-wise, guidance and placing subrights.

**Beth:** Is self-publishing still looked down on as the newest form of vanity publishing? The quality of the vast majority of independently published books is mediocre at best.

**Sheree:** That is not completely true, but it is not completely false either. If an author wants to find an established big publisher, they should not first self-publish and hope then to find a publisher. They should choose one avenue or the other. There are definitely good books being self-published; unfortunately, most of the books that are self-published are not as professionally edited or packaged as the ones that come from the major houses.

**Beth:** It's my impression that first-time authors are having an increasingly difficult time finding representation because the risks are too high for agents and mainstream publishers. Instead, they stick with their stable of authors who are turning out a book a year or authors who are referred to them by other agents. Fiction manuscripts are especially difficult to place.

**Sheree:** Nonsense! Agents and publishers need good authors as much as authors need agents and publishers--more, actually. I'm always on the lookout for new talent. My list has way more than 50% first time authors. It's very exciting to launch and develop new talent. I don't limit myself to particular genres because I'm always surprised by what appeals to me. If I love it, then I'll take it on. The only way to know is to try me. If it needs work and I want to represent it, I'll tell you. If I choose not to agent you, you should know that I'm not judging you or your writing, or even your idea. I am saying that it's just not right for me.

There are a few areas I particularly like in non-fiction: popular reference, business, health, self-help/psychology, humor, biography and current affairs, women's interest, cookbooks, spiritual, multicultural, parenting, anything to do with games, movies, chronologies.

In fiction, I particularly like commercial fiction with literary appeal and mysteries. I'm always looking for a bestseller in any category. Some of the genres I generally will not represent include horror, westerns, occult, picture books, and fantasy.

*To learn more about Sheree's guidelines for submissions, go to her website at: [www.shereebee.com](http://www.shereebee.com)  
To contact Beth Bruno, email: [bethbruno99@gmail.com](mailto:bethbruno99@gmail.com)*

## Kaleidoscopic Marketing By Brian Jud

The planning process is similar to using a kaleidoscope. There are a finite number of pieces, but you can create an infinite number of combinations simply by rearranging them. However, you can also spend a great deal of time searching for the ultimate combination.

Instead, manipulate the data you have until you feel comfortable with a given plan and then take action. As you proceed, new information will be added to the mix and you will need to re-evaluate your direction and progress. Each turn will bring you closer to your ultimate, long-term objectives. The process is challenging, but motivating and manageable.



## The ABCs of the Editing Process: Overcome Writer's Block! By Roberta Buland



In my September 2015 column, I wrote, “September is often synonymous with new beginnings!” Yet, what if you are staring at a blank page? How do you begin to write? Or, what do you begin to write about? Beginnings are great—if there is follow through. My advice: Consult the experts! And experts are all over the Internet—so search under “writer’s block,” and a multitude of sites will appear. One that I especially liked quoted successfully published authors for inspiration. No one rule or inspiration will be sufficient for all writers, wannabees and others. But, doing the research may begin to inspire you to stop staring at the blank page and then begin to write—and isn’t that your goal?

### **James Thurber—get it written!**

James Thurber (1894-1961), noted American humorist, wrote, “Don’t get it right, just get it written.” This is difficult for many writers to implement because we tend to get hung up on grammar, spelling, etc. The important thing for any writer is to write, so write! After you have written a paragraph, article, or chapter with many errors, then edit the misspellings, grammatical errors, sentence structure, etc. What does this method accomplish? You will have put your work on paper, or in the computer. In

other words, you will have changed the face of the blank page! From there, change whatever needs tweaking. Thurber’s advice may trigger other ideas once you’ve begun—and then writer’s block will be history!

Going along with Thurber, Margaret Atwood (1939-), a Canadian writer, said, “If I waited for perfection, I would never write a word.” Her statement reinforces Thurber’s advice. Write! Strive for excellence or perfection afterwards.

### **William Stafford—keep writing!**

Writers like to adhere to standards, either their own or other writers’ or even their mother’s or father’s. Standards are, of course, a positive force in any culture. Yet, William Stafford (1914–1993), American poet and pacifist advises, “Lower your standards...keep writing.” If nothing is put on paper, there is nothing! So, write, even if the first draft does not meet your standards, lofty or otherwise. Standards can be raised in subsequent edits/rewrites.

### **Anne Lamott—write just one page!**

Put the words down! Give yourself a goal, which can be modest, such as 200-400 words daily. Begin by writing about anything, including how much you may hate writing! This can accomplish the goals of 1) writing, 2) avoiding arthritis in your fingers, and 3) commitment to write. Anne Lamott (1954-), is a living writing teacher and expert writer par excellence. In *Bird by Bird*, a writing primer, she says, “I encourage my students...to get one page of anything written” daily.

One of the most famous and most practical writers for me is

Mark Twain who wrote, “The secret of getting ahead is getting started.” Break your overwhelming tasks into smaller manageable tasks, and then begin the first one.

### **John Steinbeck—write to someone you like!**

Finally (but only because of space limitations), be even more practical than Twain. “Pretend that you’re writing not to...editor... audience...or readership...but to someone you like,” wrote John Steinbeck (1902-1968). It is almost like a rule of public speaking. Pretend you are speaking to a friend when preparing a speech.

Read and/or study works written by the authors above. Allow them into your life for inspiration, teachers and/or role models. By reading these successful, respected authors, you’ll not only learn how to write well, you’ll also be writing—and you will overcome writer’s block! Questions or comments? Email: [rjbuland@comcast.net](mailto:rjbuland@comcast.net)

*Roberta J. Buland is the Owner-Editor of RIGHT WORDS UNLIMITED, a full service editorial and publishing firm in West Hartford. She is a past president of CAPA and may be reached at 860-308-2550. She welcomes questions about any aspect of editing, writing and publishing.*

---

When selling to corporations, the price you charge is always negotiable. It is usually based on the quantity of books purchased and their perceived value of how your content may be used as a promotional item to help solve a business problem.

## CAPA Members Celebrating Success

**Ann Jamieson** says, "I took a course from AWAI on travel writing and promptly contacted Equitours about trading a trip to Tuscany (a riding trip) for writing magazine articles about it. They suggested a particular tour, I contacted the tour operator, and Voila! A free trip to Tuscany, staying in an amazing villa from the 12th century (redone of course), eating the best food I have ever eaten in my life, visiting Siena, San Gimignano and Florence...an amazing experience, for free in exchange for my writing! And now I am off to Malta next month, with an assignment for another magazine."

**E.J. Hagadorn** writes that his book, *Spring-Heel'd Jack* has earned the Illustration Award in the annual Readers' Favorite Awards.

**Dick Margulis** sends an excerpt from a review in the magazine of the New York Genealogical & Biographical Society of a family history book he designed: "This book is a masterpiece of research, writing, and book design, and is among the most beautifully produced, self-published family histories we have ever seen."

From **Jean Marie Rusin** : "My new novel, *Haunted Woods in Connecticut*, has been published and will be available on amazon.com. This story is based on true events. Also, my name was mentioned in the *New Britain Herald* on September 30 in a brief interview about the Pope's visit.



Gerda Walz-Michaels says, "I want to mention that in August I published a small book of poetry called *Stone Walls* with Antrim House. My first self-published book of poetry through Createspace was released in December 2011 called *The Ocean Carries Me*."

---

"Non-traditional sales are where I started. These special sales are still the most lucrative, easiest to reach and are more fun. This is what I teach. Special sales are the reason for my success and are why publishers approach me for the 'secret.' Do not try to sell to everybody. Write what you know and sell to your friends. It's easy and fun! For me, bookstores are the frosting, parachute stores are the cake."

Dan Poynter

## I Got Your Number! Using Numbers In a Book Title

By Scott Lorenz

Book titles are extremely important. As an author, creating a memorable title should be a high priority. Numbers in book titles work with items that already quantify. For example a book titled 'Get 6-Pack Abs in 6 Minutes a Day' makes sense. I like using numbers in a book title when it's relevant and useful in describing what the book is about. A recent example that really works is 'The 4 Hour Work Week' by Tim Ferriss and his '4 Hour Body'. That number stops you in your tracks because it is shocking. How can you work just 4 hours a week? How can you have a good body in just 4 hours? Ferriss has capitalized on his branding of '4-Hour' and just published 'The 4 Hour Chef.' He owns that number now. He's branded his name with '4-Hour' and will be able to incorporate it in his future work.

A number is a quickly comprehended visual because it's a symbol and is represented by a minimal amount of characters. For example 'One Thousand' spelled out is represented by 12 characters, but only four characters if used as a number; 1000. This can save space on your cover and in this digital world sometimes a savings of a few characters can make a difference whether your complete book title is displayed by Google or even on Amazon. Furthermore, there's a magic number of 65 characters for some search engines before it gets truncated or cut off. Another often overlooked benefit is that a number rises to the top of a list when alphabetized right along with symbols like '@' or '\$' for example.

Here are ten well-known books with a number in the title:

1. Catch-22
2. The 4-Hour Work Week
3. Europe on \$5 a Day
4. The 7 Habits of Highly Effective People
5. Fahrenheit 451
6. 1984
7. 1, 2, Buckle My Shoe
8. Around the World in 80 Days
9. 1001 Arabian Nights
10. 13 Reasons Why

**The Bottom Line:** Coming up with the right name for your book is beyond important -- it's critical. Creating a memorable title is really the point. Using numbers in your title might help make it even more memorable.

(Book publicist Scott Lorenz is President of Westwind Communications, <http://www.book-marketing-expert.com>, [scottlorenz@westwindcos.com](mailto:scottlorenz@westwindcos.com))

## Remind Yourself Why You're Writing a Book

By Roger Parker

Take a little time every day to visualize the success that you are going to enjoy because of your book. Think how good it will feel when you're speaking or presenting in front of a paying audience, or accepting calls from prospective clients wanting to know if you have the time to help them. Think of the joys of waking up and checking your email, finding dozens of payment confirmations from ebook and information product sales that took place while you were sleeping.

In a time of economic uncertainty, few skills are as valuable as the proven ability to simplify a complex topic and concisely communicate it to your prospects and readers. A published book can be your exit from a difficult situation, broadening your skills and attracting new, pre-sold, clients, customers, or -even - -employers.

Today, it's easier than ever to get published, but it's easy to get distracted from your goal. To keep on track, take a few minutes each day to remind yourself why you're writing a book and how you're going to benefit from it.

## NaNoWriMo Events at Simsbury Public Library

NaNoWriMo (National Novel Writing Month) is fast approaching, and we have finalized our plans for events at the Simsbury Public Library. I have attached a poster (in Publisher and as a PDF) and we would be very appreciative if you could spread the word to anyone you know who might be interested in participating. Even if they don't want to write a novel in 30 days, they may want to attend the writing workshops we are offering. Here is a link to our webpage with the same information that is found at: <http://www.simsburylibrary.info/>

## Schedule of Upcoming Meetings

### CAPA CENTRAL

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

October 17: Cloris Kylie: Building Your Platform

November 21: CAPA Shark Tank

December 19: Annual Holiday Party — for members, family and friends

January 16: Wayne English (**Meeting is at the Avon Library**)



### CAPA SOUTHEAST

Location: Best Western, Olympic Inn, 6:30 pm (Tom Santos, [santostom@comcast.net](mailto:santostom@comcast.net); current meeting information at <http://www.aboutcapa.com/capase.htm>)

October 19: Best Western, Olympic Inn, Rte 12, Groton, CT

November 16: Best Western, Olympic Inn, Rte 12, Groton, CT

December 21: Annual Holiday Party — for members, family and friends

January 18: Best Western, Olympic Inn, Rte 12, Groton, CT



### 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>)

October 12: Speaker and Topic To Be Announced

November 9: Speaker and Topic To Be Announced

December: 14 Annual Holiday Party — for members, family and friends

January 11: Speaker and Topic To Be Announced



### CAPA NETWORKING MEETINGS

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

October 31: Networking topic TBA

November 28: Networking TBA

December: No meeting this month due to the Holidays

January 30: 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/>).

### November

1	Stratford	Autumn Craft Festival
6-8	Mystic	13th Annual Mystic Getaway
7	New Haven	Holiday Fair
7	West Haven	Surfside Holiday Show
7-8	Wilton	American Artisan Show
8	Southbury	Autumn Craft Festival
14	Cheshire	Christmas Bazaar
14	Cromwell	Holiday Craft Fair
15	South Windsor	Arts & Craft fair
21	Canton	Holiday Craft Fair
22	South Windsor	Arts & Craft fair
29	Bristol	Parisi Christmas Bazaar
29	Southington	Arts & Crafts Show

### December

5	Bolton	Winter Faire
5	Branford	Christmas Bazaar
5	Chaplin	Craft Fair
5	Cheshire	Christmas Fair
5	Colchester	Sleigh Bells Arts and Crafts Fair
5	Coventry	Craft Show
5	Manchester	Holiday Craft Fair
5	Milford	Christmas Fair
5	Unionville	Annual Holiday Craft Fair
5	Woodbury	Christmas Craft Fair & Boutique
6	North Haven	Holiday Wonderland of Crafts
6	Woodbridge	Holiday Art Crafts Fair
12	Shelton	Holiday Craft Festival
13	Bristol	Parisi Christmas Bazaar

## 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.

### The free CAPA-sponsored webinars in October are:

**Oct 1:** "How to Publish Your ebook," by Matthew Bin

**Oct 7:** "Plan to Sell More Books in 2016," By Brian Jud

**Oct 8:** "How to Craft a Persuasive Book Proposal for Any Genre or Topic," By Patricia Fry



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