



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 16 Issue 12

December 2009

## CAPA-University Preview *Check Out The Line-Up of Speakers*

### CAPA-U 2010 Keynote Speakers Doctors Henry Lee & Jerry Labriola "Writing True Crime"

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## Authors Cheered By October Speaker Millie Grenough



Millie Grenough inspired CAPA members at the November meeting. She had them on their feet, waving their arms and shouting with joy. Millie is known for her ability to inspire people to

do what they thought was impossible. An executive coach and President of Grenough LLC, Millie is author of ten books and motivational speaker extraordinaire. After a near-death accident impacted her high-velocity lifestyle, Millie used her personal epiphany to create OASIS in the Overwhelm, a spirited guide to mindful, pleasurable action.

An ex-nun turned nightclub singer, ex-shy Kentuckian turned international presenter, Millie firmly believes that everyone, even the most driven Type A personal-

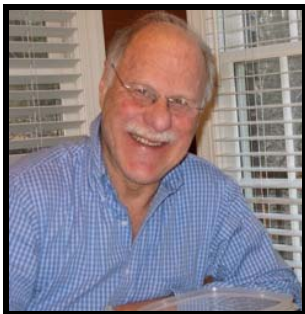
ity, has the capacity to change. The latest research on the brain's neuroplasticity verifies the effectiveness of her OASIS Strategies. Old and young dogs can learn new tricks.

Millie's enthusiasm is boundless, whether lecturing in Latin America, Europe or the U.S., helping Foxwoods Casino VPs conquer stage fright, teaching at the Hispanic Clinic at Yale University Department of Psychiatry, or coaching CEOs like "Nick"

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## Meet A Member Louis Arthur Norton

By Tido Holtkamp



Our member today is one of the most amazing people I have ever met. He has not only had one very successful

professional career, but two, and he is still going strong in the second one.

Louis Arthur Norton grew up in Gloucester, a port city on Boston's north shore at Cape Ann. Chartered in 1623 Gloucester was the first settlement in the Massachusetts Bay Colony and developed into an important fishing center, whose fishing fleets and fishermen gained worldwide fame. Growing up in

Gloucester Lou learned about the sea and ships, and he also early on began to collect maritime artifacts.

Lou decided on a career in dentistry. After attending Bowdoin College he received his doctorate at Harvard in the early sixties. He followed with post-doctoral training, practice, fellowships, aca-

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## Meetings

Southwest Division  
Shelton  
1/11  
Topic to be announced

Main Meeting  
Avon  
1/16/10  
Panel Discussion  
"How To Get The Most Out Of CAPA-U"  
2/20/10  
Wayne English  
"Writing Web Content"

Southeast Division  
Groton  
1/18/10  
Topic to be announced

Check the CAPA website  
[www.aboutcapa.com](http://www.aboutcapa.com)  
for details.

## Baking With Barb by Barbara Klein

The Fresh Vegetable Pizza won the most votes at our November meeting. Hurrah for the savory dish! It won out over the Lemon Curd Tarts and the Toll House Tarts. These tasty little morsels have adorned many of the party tables at our home. So simple, festive and filling you may find them a favorite at your Christmas Party.

### Fresh Vegetable Pizza

2 tubes refrigerated crescent rolls  
 2 cups sour cream (may substitute light)  
 1 pkg. Hidden Valley Ranch Dressing (dry)  
 2 cups shredded cheddar cheese  
 Fresh vegetables: broccoli,

cauliflower, red, green and yellow peppers  
 Grape tomatoes are optional – or come up with your own combination of vegetables.

Preheat oven to 400 degrees. Coat a large jelly roll pan with olive oil spray. Use crescent dough to cover the pan evenly, pinching the dough together where necessary to seal. Crimp the edges. Bake about 20 minutes until done and light brown. Remove from the oven and cool.

While the dough cools, put sour cream, cream cheese, and dry ranch dressing in a medium size bowl and blend until smooth and all ingredients are thoroughly incorporated. Spread evenly

on the cooled crescent crust. Sprinkle the grated cheese on top of the sour cream mixture. Score into serving size pieces and decorate with raw vegetables.

Picture this: outline a Christmas tree with broccoli flowerets. Add ornaments (grape tomatoes and cauliflower pieces). Add tinsel (slivered red, green, and yellow peppers). Picture it! Let your kids or grandkids help out. They would love it!

Now don't forget the December meeting. I'll bring the Swedish Meat Balls and a holiday bread. Can you bring your favorite nosh? We'll have a party extraordinaire! See you there! Happy Holidays.



*These tasty little morsels have adorned many of the party tables at our home. So simple, festive and filling you may find them a favorite at your Christmas Party.*

## Article Submission

*The Authority* welcomes articles written by members. Here are some guidelines that we would encourage.

Articles should be about 500 words in length. If the article is larger, 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.

Every aspect of writing, publishing and marketing is of interest to readers of the Authority. Your personal slant on this business is of interest to all of us and welcome.

Please submit articles to editors Peggy Gaffney or David Garnes .

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## Meet A Member Louis Arthur Norton Continued from p. 1

democratic appointments, professorships, many awards and speaking engagements here and abroad, and over 200 scientific and clinical publications. His writing during these years could be called strictly non-fiction writing, and in many cases one piece of writing would serve as a basis of another. He also squeezed in 2 years' service as a Captain in the U.S. Army, where he spent time as an orthodontist in Fort Knox, Kentucky. After retiring as professor from the University of Connecticut in 1998, he was able to devote more time to his first love: the sea.

Building on his lifelong hobby of collecting maritime artifacts, especially ships in bottles, Lou published his first historical book, *Sailors' Folk Art under Glass* (1991), with the Mystic Museum Press.

During the following years he wrote and published many articles in maritime publications, and established himself as a major book reviewer in the magazine "Sea History". His 2002 book, *Joshua Barney: Hero of the Revolution and 1812*, describes Barney's life and contributions to the cause of America, culminating in his role in the repulsion of the British Navy from the Chesapeake. Meanwhile Lou also studied History and graduated with a Masters degree in History from the University of Connecticut in 2002.

Lou published his latest books in 2009: *Captains Contentious: The dysfunctional Sons of the Brine* examines the lives of five captains of the Continental Navy, their quarrelsome behavior, and their battles with

each other and with the powerful British Navy. In *Stormalong* Louis Norton wrote his first children's book about a mythical New England giant and his life and maritime exploits. He is at present making a tour of the libraries in the area, and having a children's book in addition to the adult book always generates extra interest.

Louis Norton has certainly produced an unusual number of maritime books and articles in a few years – about 95 so far – and his short-term goal is to reach the magic number of 100. He should achieve this target in a short time. He has at the moment no major new enterprises on his mind; he will just take what comes, and we can be sure that new challenges will come to him shortly. He gets a great satisfaction from the challenge of

designing and writing an article, getting the work accepted, and finally seeing it in print.

All this does not mean that Lou has totally switched off his dentistry engagements, not at all. He has been teaching at the University of Connecticut and – until recently - at Harvard, and still acts as a reviewer for professional articles. I should point out that in addition to all the activities described above he has also actively participated in many civic organizations, often in leadership positions; at present he heads the Ethics Commission in Simsbury. Last but not least, Lou has also grown his own family in Simsbury, as his wife and two children can attest.

All in all, Louis Arthur Norton emerges as a remarkable man. CAPA is proud to have him as a member.

## Adele Annesi's *CONNECTIONS*



*Have you heard of content aggregators? They're Web organizations that compile material from tons of contributors into category-based websites. There are pros and cons to these sites. They can be beneficial to writers who are just starting out, who are branching out into new markets or who need flexible work hours. This month's column lists a few aggregators, but make sure you read the fine print before submitting work.*

### About.com

#### [www.about.com](http://www.about.com)

This site offers free information about everything, with content submitted by experts called "guides." About.com continually seeks experienced writers to provide in-depth coverage of one its available topics. Guides are freelancers who work online and set their own schedules, and About provides a compensation plan with a base monthly payment and incentives for page view growth, along with editorial support.

### Associated Content [www.associatedcontent.com](http://www.associatedcontent.com)

Associated Content is an-

other site usually looking for contributors who can submit work on any topic or claim assignments. This site boasts millions of monthly visitors and pays those who contribute. It also provides the possibility of posting directly to your blog, Facebook and Twitter.

### Demand Studios

#### [www.demandstudios.com](http://www.demandstudios.com)

Demand Studios is similar to About.com in that it's looking for experienced writers and offers editorial support. Demand offers flexible hours, and its payment method is weekly for the work you complete.

### Ehow.com

#### [www.ehow.com](http://www.ehow.com)

Ehow.com also is a paying site, and it provides tips on how to get the most mileage from your published articles.

Writers can pick up advice, hints, links and other resources to enhance their content and drive traffic to their work.

### Examiner.com

#### [www.examiner.com/about\\_examiner](http://www.examiner.com/about_examiner)

Another site looking for topical experience is Examiner.com. This site caters to knowledgeable people and assigns specific beats to those especially familiar with their areas. Although the work isn't full time, contributors are paid based on Internet standards.

### Helium

#### [www.helium.com](http://www.helium.com)

Helium is a growing knowledge-based coop where writers also function as editors to read and rate each submis-

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## CAPA-University 2010

May 8 at the Hartford Steam Boiler Convention Center, Hartford, CT



### CAPA-U Keynote Doctors Henry Lee & Jerry Labriola “Writing True Crime”



The writing team of Drs. Henry Lee and Jerry Labriola work together to create stories that tell of some of the puzzling crimes of all time. Dr. Henry Lee, internationally known forensic scientist is the author of thirty books, three of them co-authored with Dr. Jerry Labriola, CAPA's co-founder and former doctor and professor of medicine. They have built their partnership writing about true crime both those that happened in recent times and those that have interested readers down through history. Their three books to date are: *Famous Crimes Revisited*, *Dr. Henry Lee's Forensic Files* and *The Budapest Connection*. Dr. Labriola also is the author of seven mystery novels, the most recent being *The Strange Death of Napoleon Bonaparte*.

### CAPA-U Workshop Sessions Feature Experts in Writing, Publishing and Marketing

The fifteen one-hour workshops at CAPA-U cover a variety of topics of interest to everyone in the world of books. These are divided into three sessions from which attendees may choose one per session or a total of three for the day.

#### Session 1 (choose one)



**Rosemary Harris - Writing Mysteries** Need some help putting mystery in your writing? Rosemary Harris will help solve the case. She's the author of *Pushing Up Daisies*, the first novel in the Dirty Business Mystery series. Born in Brooklyn she has been a bookstore manager, a video producer, and a television executive. She and her husband split their time between New York City and Fairfield County, Connecticut, where she is a master gardener and where she grows the ideas for her mysteries. Visit her Web site at [www.rosemaryharris.com](http://www.rosemaryharris.com).



**Eileen Albrizio - Writing Poetry** - Is there enough poetry in your life? Eileen Albrizio is a writer of poetry and prose and will help bring out the poetry in your writing.. Her poetry has appeared in numerous literary journals and publications. She is the author of three volumes of poetry: *Messy On The Inside*, *Rain – Dark As Water In Winter*, and *Perennials: New & Selected Poems* (Nominated for the 2008 CT Book Award). A recitation of her poetry on CD was produced in 2003. She has also penned several plays, two novels, and is currently working on a compilation of short fiction. She is a 2003 and 2008 recipient of the Individual Artist Fellowships from the Greater Hartford Arts Council. Albrizio has taught creative writing in several colleges and cultural institutions as well as the York Correctional Institute, CT's maximum-security prison for women. In 2005, Albrizio left a 12-year career as a radio news host and broadcast journalist, working primarily for National Public Radio and its Connecticut affiliate. During her broadcasting career, she was repeatedly awarded 1st-prize honors from the Associated Press and the Society of Professional Journalists



**Shirley Webb - Writing Young Adult** - Do you need guidance in writing for a young audience. Shirley Webb takes her experience as author of numerous books for young reader to help you understand this genre. She is the author of *Tales from the Keeper of the Myths: Cherokee Stories For Children* and *Cherokee Love, Dance In The Rain and Song Of Love*, a three novel Howell Women Saga for Young Adults. Shirley is well known throughout the U.S. for her school sessions and has an hour long program called The Muse, The Mouse, Equals the Magic. The stories in *Tales of the Keeper of the Myths* are stories my Cherokee grandmother told me when I was a young girl and reflect the myths of her ancestors.



**Peggy Gaffney - Do It Yourself Publishing** - Do you want to earn \$1 per book or \$20? Has the search for a publisher discouraged you? Do you want your book done your way? If the answer is “Yes!”, Peggy Gaffney, author of *Do It Yourself Publishing Nonfiction In Your Spare Time* and seven knitting books for dog lovers, who knows how hard the business can be if you have a small niche market for your ideas, can show you how. Publishers can't afford to produce books that won't sell in the millions, so if your book has a smaller audience, consider publishing the book yourself. As self-publisher, you do the work, you keep the control and the best part, you get the money!



**Brian Jud - Marketing Outside The Box** - Brian Jud, CAPA Founder, will teach you how to sell books by the hundreds without going near a bookstore. He is an author, book-marketing consultant, seminar leader, television host and president of Book Marketing Works, LLC. Special-Sales Marketing Expert Brian is active in special-sales marketing. He is the author of the Publishers Weekly title, *Beyond the Bookstore* and The Marketing Planning CD-ROM that accompanies it. Brian is the editor of the Book Marketing Matters newsletter on special sales topics.

### Session 2 (choose one)



**Toni Andrews - Writing Paranormal Romance** - Toni Andrews will guide you through the world of the paranormal and talk about what it takes to create these books. She likes to say it's easier to list the jobs she hasn't tried. From lifeguard to lounge singer, bartender to bill collector, door-to-door salesperson to corporate business analyst--Toni has been there and done that. Then, she decided that what she really wanted to be was a writer. After fifteen years in Southern California and seven in Miami, Toni has recently returned to the lakeside cottage in Connecticut where she spent her childhood summers, where she writes full time. Some of her books are *Cry For Mercy*, *Beg For Mercy* and *Angel Of Mercy*. Toni also writes romance novels under the pen name Virginia Reede.



**James King - Entering Contests** - Want to win a writing contest? James King won the 2009 Amazon Annual Breakthrough Novel Award with *Bill Warrington's Last Chance* for a publishing contract with Penguin and a \$25,000 advance. James King is a corporate communications specialist, but has wanted to be a writer since he was a child. He was born in Ohio, and currently lives in Connecticut with his wife and children. King wrote most of Bill Warrington's Last Chance while earning a Master of Arts in creative writing from Manhattanville College (Purchase, NY). In 2009, entries came from all 50 US states and 21 other countries. Entries included the full manuscript, a 3,000-5,000 word excerpt, and a 300-word pitch statement. Entries were open during a single week in February, 2009, but only the first 10,000 entries were accepted. James will tell you what you need to improve your chances of winning.



**Nikoo & Jim McGoldrick - Breathing Life into History** - You will learn how to research your historical novel and brushstroke it in living color across the pages of your novel. How to use plotting techniques that make your pages practically turn themselves. How to make those historical characters breathe...and breed, if desired! From the submarine shipyards of Electric Boat in Groton, Connecticut, and the clubs of Rodeo Drive, to the forges of Pennsylvania and the electronics manufacturers of Massachusetts, these two have spent their lives gathering material for their novels. Nikoo, a mechanical engineer, and Jim, who has a Ph.D. in sixteenth-century British literature, have written twenty-seven novels and two works of nonfiction. Writing historicals as May McGoldrick and Nicole Cody and contemporary suspense thrillers as Jan Coffey, these prolific and popular authors have been the recipients of numerous awards for their work. They now reside in Watertown, Connecticut.



**Richard La Porta - Publishing with a Local Small Press** - Tired of being rejected by big publishers? Rich La-Porta will show you what a local publisher can do for you to get your book published. Husky Trail Press LLC provides high quality educational books and materials to Teachers, Educators, Administrators, Students, Children, and Parents. In addition to publishing its own titles, Husky Trail Press LLC distributes for Penguin Putnam, Hachette, Random House, Houghton Mifflin, and Harcourt.



**Harry Rinker - How to Get On Radio Shows** - After listening to Harry Rinker, you'll learn exactly what to do to get your book on mainstream radio stations. Rinker hosted seventy-eight (78) half-hour episodes of Collector Inspector, a weekly show devoted to seeking out antiques and collectibles in private homes, on Home & Garden Television (HGTV). Rinker is a frequent television and radio guest. His television credits include Oprah, Home Matters, Martha Stewart Living, Inside Edition, Wall Street Journal Report, the NBC-TV Today show, the ABC-TV Good Morning America show, the CBS This Morning Show and Sunday Morning, CNBC-TV Market Rap, and MPT Wall Street Week With Louis Rukeyser, along with many regional and local talk shows. Rinker is the host of WXCI, 91.7 FM

"Meet the Author" program in association with Western Connecticut State University.

### Session Three (Choose One)



**Jean Stone a.k.a. Abby Drake - Writing Women's Fiction** - Who is Abby Drake, anyway and what is women's fiction? Abby Drake, a.k.a. Jean Stone, is a native New Englander whose 15 novels are set in locations from Martha's Vineyard to Manhattan. Drake writes about women...their laughter, their lives, and their men who come and go and occasionally stick around, whether they're wanted or not. Each of her stories focuses on the connections between women with very different families, careers, and issues, but with a common problem that bring them together. In *Good Little Wives*, the problem is murder; in *Perfect Little Ladies*, the problem is panties! Lavender lace panties. They have been kidnapped. A ransom note has been received. And Elinor must dig up a half-million dollars for their return before all of New York, Washington, and maybe the world finds out.



**C. Marina Marchese - *Your Book Promotes Your Business and Your Business Promotes Your Book*** - Does your small business need more customers? Want to learn the most inexpensive way to market your small business? Want to use your book to develop a new business? If you answered yes to any of these three questions, then you won't want to miss this engaging talk by C. Marina Marchese. Although she's been a beekeeper for a long time, she will never forget my very first taste of fresh honey straight out of the beehive." So begins "*Honeybee*," in which C. Marina Marchese calls herself accidental in the art of beekeeping, but is smart in using writing to build a business. .



**Elizabeth Bear - *Speculative Fiction*** - Speculative fiction is a fiction genre speculating about worlds that are unlike the real world in various important ways such as science fiction, fantasy fiction, horror fiction, supernatural fiction, superhero fiction, utopian and dystopian fiction, apocalyptic and post-apocalyptic fiction, and alternate history. Writing speculative fiction as Elizabeth Bear, this speaker is the winner of the 2005 John W. Campbell Award for Best New Writer, the 2008 Hugo Award for Best Short Story for "*Tideline*," and the 2009 Hugo Award for her novelette "*Shoggoths in Bloom*". Her first novel *Hammered* was published in January 2005 and was followed by *Scardown* and *Worldwired* in the same year. The trilogy features Canadian Master Warrant Officer Jenny Casey, who is also the main character in the short story "*Gone to Flowers*". *Hammered* won the Locus Award for Best First Novel in 2006. She'll help you find the "What if" in your writing.



**Shel Horowitz - *Grassroots Marketing*** - Do you need marketing help? Shel Horowitz has been helping businesses, services, authors and publishers, and nonprofits with marketing for over 30 years. The author of seven books (three of which won awards), he's an expert in frugal, ethical, and effective marketing, including major media publicity, social networking, powerful joint ventures, and much more. A popular speaker and media guest, Shel is currently co-authoring a book on Green and ethical marketing with Jay Conrad Levinson, originator of Guerrilla Marketing. Shel is the author of Shel's award-winning book, *Principled Profit: Marketing That Puts People First*, which is a life-changing gift for the entrepreneurs, marketers, and customer service people in your life.



**Adele Annesi - *Branding / Platform Building*** - Have you built a platform to market your book? Adele M. Annesi is an award-winning editor and writer will show you how. She has worked for Scholastic Publishing as a development editor and features writer, and her book editing projects include fiction and nonfiction, with a specialty in memoir. As a freelance correspondent, Adele writes articles on the arts, entertainment, people and the home. She also does in-depth stories on authors, business, religion and travel, as well as blogs and monthly columns on writing and editing.

## A Backup Scheme to Protect Your Critical Data

By Wayne A. English

Data loss is no joke. As many of you know. Here is a data backup scheme that I developed and have used for years. It protects you from: computer hardware failure, loss, or theft, a failed hard drive or fire damage at your home or office. Not bad. I have three networked personal computers (PCs) in the office. You only need one, and a network is not required. Here's the equipment I use: three PCs, a wireless router for the network - cost is about fifty bucks, a 320 GB USB external hard drive - cost is about \$125, a 4 GB USB Flash memory drive -

today's cost less than \$30, three rewriteable DVDs - cost for a ten pack is less than \$15 and a bank safe deposit box - cost about \$60 per year.

First, move all of your project files into a project folder and name the folder something appropriate. Now copy the project folder(s) to each of your back up devices. When you copy a folder, all the data in that folder is copied as well. Now just keep copying all of your project folders to each of your back up devices.

If you have a second or third PC, copy all data to all computers. If you do not have a network, simply use a

sneaker net. What's that? You take your Flash drive or DVD, put on your sneakers and walk to your other PC, then copy the data to the computer. A sneaker net works great and everybody has one. Sneakers not required.

Your DVDs are next. I suggest you use at least three. Copy your data to all three DVDs. Two stay in the office and are refreshed daily or every other day. The third goes into your safe deposit box and is replaced with an up-to-date DVD weekly. The DVD you remove from the bank is refreshed with current data and becomes one of your

two in-office DVDs until you go to the bank again.

This technique creates a powerful, professional, easy to use system that protects you from just about everything, including a fire in your office. It doesn't get much better than that.

*Wayne is a published author and writer with local, national, and international publications. His book, Web Content Rx, A Quick and Handy Guide for Writers, Webmasters, Ebayers, and Business People, is published by Career Press and sold worldwide. See [www.WebContentRx.com](http://www.WebContentRx.com). Wayne will present a talk on writing Web content at the February CAPA meeting.*

## Brag Board



Joe Vojt's interview with Harry L. Rinker on "Meet the Author" will air Thursday, December 24 at 9:30 a.m. on WXCI (91.7 FM, Danbury, CT).

Joe will be talking about his novel *Wings of Air*. Rebroadcast date is Sunday, December 27, at 9:30 a.m. If you cannot receive WXCI (91.7 FM) in

your area, you will be able to listen to it on the Internet at [www.wxci.org](http://www.wxci.org). You will have to download the Jetcast listening program.

## Jewish Book Festival Lecture - Speaker Dr. Lou Norton Jan. 17, 2010

Dr. Lou Norton will present a free workshop on non-fiction writing at the Jewish Community Center in West Hartford at 6:00 PM on Sunday January 17, 2010 prior to Rabbi Joseph Telushkin's Jewish Book Festival lecture at 7:00.

A brief outline of the

workshop is as follows:

1. The anticipated audience and content focus of your work.
2. Finding the right publisher.
3. What should be included in a book proposal.
4. How to submit either a proposal or a manuscript.

5. Who reads and passes on your proposal or manuscript.

Dr. Norton will also briefly discuss his two 2009 book publications, *CAPTAINS CONTENTIOUS* (The University of South Carolina Press) and *NEW ENGLAND'S STORMALONG* (Tate publishing).



## When They Say "You Can't" – You Can!

By Joe Wactowski

I have sold books in many places; book stores, on line, fairs, historical society meetings, retirement homes, restaurants, etc. But there is one place I have never tried to sell my wares - movie theaters. Why? Because 'they said' you can't sell books there. The people who go to see movies aren't interested in reading books, they are there to see movies so they won't have to pick up a book. After all, that's what 'they said'.

To be honest, I have thought of contacting movie theaters before, but my publisher didn't think it would be a productive use of time. Well, he is a publisher and should know his business, so I deferred. - Big mistake! My movie time adventure began with a phone call from a lady named Laura in Boston who was the New England advertising person for

Sony Pictures. 2012, the big block buster movie from Sony was about to hit northeastern theaters and they wanted to cover every base for publicity. She had ascertained (how I never knew) that I was the only person in New England that had written a fiction book about the now famous Mayan prophecy of 2012. Although my story line and ending is completely different from that of the movie, she thought that having an author and book on the subject at the Connecticut opening of 2012 could only add to the attendees' 'experience'. Her question was, "Would you like to be there with you're book?". The question was most vexing and took long consideration - all of a tenth of a second, if that. Yes! She assured me that she would contact the premier theater, Plainville Multiplex, and they would have a table and chair all prepared for me

at the opening. After our conversation, my little mind began its evil machinations; would other movie theaters be interested in my book and its author at their premiers? Within an hour I found two that would. Surely, my fortune and fame were set.

To shorten this tale to its basics, I sold 56 books among the three theaters. Not bad for 'nonreaders'. It may have been possible for me to make arrangements with other theaters, but unfortunately I was in the middle of other business interests that were taking up all my time.

The bottom line here is obvious. If you have a book that is in any way similar to or pertains to any film out in the market, you now have a new venue to ply your product. The 'they sayers', as they often are, are wrong. Movie viewers do read and they like to read about what they are

watching. - And movie theaters are only too happy to accommodate authors if they bring in people and business. Let's not forget, they want to ply their wares as well.

So go out there, sell your books and yourself to places you never thought of before: theaters, meat markets, used car lots - one never knows.

Oh, a postscript: Plainville Multiplex did not have a table or chair ready for me. In fact, the manager said "You're who and here for what?", but it was all straightened out.

It turned out that he hadn't checked his emails lately. After a bit of confusion, the promised table and chair were produced, I set up my placard next to the '2012' theater and proceeded to sell, sell, sell. Don't let the small stuff stop you. Don't listen to the "they sayers".

## Why Might You Need An Editor?

By Roberta Buland



Why might you need an editor? Many authors, and would-be authors, ask me this question frequently.

Publishers today don't usually have in-house editors to help you rewrite your manuscript, or to point out errors, if there are any, or to proofread, or generally to make sure your manuscript is really ready to be published. And, most

agents won't do any editing, or at least not thoroughly. Both publishers and agents often advise you to hire an editor to be sure your manuscript is the best it can be. Publishers, agents, and/or acquisitions editors might reject your manuscript out of hand if you don't have it perfect, or nearly perfectly ready to publish.

So one of the reasons you might need an editor is to be sure your manuscript is properly prepared to submit to a publisher, or even to self-publish, or independently publish. A writer must address this process in addition to actually writing the book. In other words, just because you have written a book does not automatically make it acceptable to a publisher, acquisitions editor

or agent as it is. In fact, "as it is" is key here. "As it is" is usually not good enough. Your first draft usually needs rewriting and reworking. Many successful authors have rewritten their first draft several times. It can be two to twenty or more times, depending on the author's inner ability to critique his/her writing. An editor can advise you on what needs to be done or changed before the manuscript is ready for submission to a publisher, acquisitions editor, or agent.

My advice is write your book or article to the best of your ability. Then, read it over with a critical eye. No doubt, you'll see that changes need to be made. Make the changes. Continue this process until you are either satisfied that the manuscript is the best it can be, or too frustrated to look at it one more time! Once you have reached the point where you believe the manuscript is the very best you can make it, then you are ready for a general editor, or other editor, depending on what you feel

your need is.

There are several kinds of editors. A general editor reviews a manuscript for both content and technique, suggests and/or makes changes that make it more publishable and/or readable. A technical editor specifically corrects the mechanics and grammar of a manuscript. A content editor specifically reviews for structure, organization, plot, character development and theme(s) of a manuscript. After one or more of the above edits your manuscript, then it is ready to be offered to an acquisitions editor who works for a publisher looking for manuscripts that are publishable and fit in with the publisher's list(s).

Watch for further articles in *The Authority* on the editing process. And, if you have specific ideas for topics, let me know!

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### Millie Grenough

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who suffered two heart attacks before wising up that he needed to "take a breath."

Millie's latest book, *OASIS in the Overwhelm* presents the reader with 60 sec-

ond strategies for balance in a busy world. You can learn more at <http://www.milliegrenough.com>.

### Adele Annesi's CONNECTIONS

*Continued from p. 3*

sion. The site's best writers are paid and can win awards for their work.

#### HubPages

<http://hubpages.com>

HubPages bills itself as is the "leading online publishing ecosystem," and pays its authors by publishing their content-rich pages, or hubs, on topics they know about. Hub members can earn revenue from advertising through sources like Amazon, Google and eBay.



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