



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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March 2010

Change Of Speaker For CAPA University



Due to an unforeseen scheduling conflict, Brian Jud will not be able to speak at CAPA-U. However, he has found an excellent speaker and master marketer to take his place.

Eric Kampmann is one of the three original founders of Midpoint. From the beginning Midpoint has focused its talent and energy on helping independent publishers build successful publishing programs in the trade marketplace. Midpoint has worked with several national bestsellers, but the sales people at Midpoint take special pride in working with backlist titles. Midpoint currently works with more than 250 independent publishers. Many of Midpoint's largest publishers have worked with Midpoint for nine years or

more. Eric is the author of *The Book Publishers Handbook: The 7 Keys to Publishing Success* published by Beaufort Books, Inc in 2007. Eric has also taught book publishing courses at Harvard, Columbia, Hofstra and New York University. He has also served on panels at PMA University, SPAN, and other venues.

Those who have already registered for Brian's session will be notified and offered the choice to go with Eric Kampmann or select another speaker

Meet A Member - James Buchanan

By David GARNES

It is always inspiring to meet colleagues whose stories illustrate the importance of writing in our lives, often as a way of confronting and overcoming the obstacles that life has a way of serving up. James Buchanan, a relatively new member of CAPA (Southwest Chapter), is such a person.

A native of Cleveland, Ohio, James came with his family to Connecticut at an early age, eventually settling in Woodbridge. Not long after that move, he began a long path on the road to where he is today: "I soon discovered I had learning and emotional problems," James says. "After some private tutor-

ing, I enrolled at Foster School in New Haven [a pioneer in special needs education], and I eventually finished my secondary school education at boarding schools out of state."

He later received an Associates Degree from South Central Community College, and eventually a BA from Southern Connecticut State College. After working for 23 years at Bristol Myers, he became a lay-off casualty of the economic recession. Now he works part-time at Wal-Mart—and, most importantly, he writes.

Writing is, in fact, something that James has been involved in for a long time. "I wrote some good essays in high school, and in



the early nineties worked on some stories that have remained manuscripts that are still in my bedroom desk."

More recently, however, James' writing has taken

continued on page 7

Inside This Issue

Baking With Barb p. 2

A Free Education At Your Fingertips p. 3

Be-Do-Have: The Three-Step Success Formula p. 3

A Time To Remember p.4

16th Anniversary Dinner p. 5

Wayne English Speaks on "Writing For The Web" p.5

Every Writer Can Have His Own Website: Here's How p.6

A Poem p.6

Brag Board p.7

The ABCs of the Editing Process "I Have an Editor" Part One p.8

Meetings

Southwest Division

Shelton

March 8

To be announced

*

Main Meeting

Avon

March 20—Party

April 17—Eileen Albrizio

Teaching Writing

*

Southeast Division

Groton

March 22

To be announced

Check the CAPA website for details.

Baking With Barb by Barbara Klein

Considering the fact that the March meeting will be a party and will therefore be catered, I will not be cooking. Therefore I have decided to change things slightly and give you a recipe that I have never made for you before. I love making breads as you have probably guessed by now. I have tried many different recipes for peasant breads, some were too refined, some too soft or didn't have that homemade flavor that I strive for. But this recipe was just about perfect. It is not only delicious, but it has a wonderful chewy texture and is one of the easiest and most versatile breads I have ever made. I am sure if you try it you will love it too. In fact this recipe is so easy that

I have written it in my children's book. It doesn't have to be kneaded—so I have renamed this yeast bread the No-Need-to-Knead Bread.

No-Need-to-Knead Bread

You will need: A large mixing bowl, wooden spoon, measuring spoons and cups, and a large jellyroll pan brushed liberally with extra-virgin olive oil, and sprinkled with cornmeal. Set aside.

Ingredients:

2 cups of warm water
coarse salt
2 teaspoons of yeast
fresh rosemary
2 teaspoons of salt
pepper
4 cups of unbleached flour
grated parmesan
Crushed garlic

Directions:

Put the warm water, about the temperature of a baby's milk, into the large bowl. Sprinkle the yeast on top of the warm water. Stir just until dissolved then add the salt and flour. Mix until the flour is just dissolved and begins to pull away from the sides of the bowl. Spray a piece of plastic wrap with olive oil spray and place on top of the bowl. Add a dish towel to keep from draft. Keep in a warm draft free place to rise for about an hour to an hour and a half. The next step is the most difficult. When the dough has risen until about double, carefully remove the towel and plastic wrap. Put olive oil on your hands and on top of the dough. Carefully cup your hands and work your way around the edges of dough while the bowl is tipped over the jellyroll pan. When

the dough is on the pan drizzle more olive oil on top of it and gently pull it apart leaving small holes in the bread. Sprinkle with coarse salt, chopped fresh rosemary, pepper to taste, crushed garlic, or a sprinkling of dried garlic. Grated parmesan or your favorite cheese sprinkled on top is fine too. Bake at 400 degrees Fahrenheit for 15 to 30 minutes until light brown. Serve with your favorite Italian food or after baking, add some marinara sauce and pizza fixings. Stick back in the oven until bubbly and just beginning to brown. We have done this at our home and it has become our favorite pizza crust. With a green salad this will serve six to seven people.

Article Submission

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

Articles should be about 400 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. Please do not do fancy formatting, such as indents, as it will be removed to fit into columns.

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 at her email gaffney@kanineknits.com or David Garnes davidgarnes@msn.com.

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A Free Education At Your Fingertips

by Peggy Gaffney



Last month I wrote about using social networking to market your books. It is a great channel for that, but it is not social networking's only use. If you use it carefully, you can get a in-depth education on every aspect of writing or publishing and do it for free.

If you go to Yahoo or check out the Ning groups similar to the one we have organized for CAPA, you will find that there are

many experts who have walked the walk before you. They are perfectly willing to share their knowledge with you. Often, they are sharing information in hopes that you will sign up for one of their many classes, which cost a lot of money. However, they will give you something for nothing. That something will be a gem of information that might be very helpful to you.

Once you have started locating these people

with information, see if they are giving any teleseminars or webinars. These are usually one hour lectures and often contain a great many tips that could help with your writing or marketing. You will have to put up with the pitch to spend money with them, but the best will give you excellent knowledge as well. You will soon learn who are the ones that give value and who are the ones who are all pitch.

Once you have figured that out, sign up for their mailing list. It doesn't mean that you have to read through every post they send, but you will be able to get their "10 ways to..." or "5 lessons on..." that

Continued on p. 4

Be-Do-Have: The Three-Step Success Formula by Chris John Amorosino

Last year I read the book "The One Minute Millionaire" by Mark Victor Hanson and Robert Allen. One of the book's prosperity principles is stated simply as "Be-Do-Have" -- an approach to life that too few of us take.

The best way to explain this formula is to show you how most creative people (and humans in general) do things: backwards. We set a material goal, such as "I want to write a best-selling book." Then we think, "If I could only HAVE a best-selling book, then I could DO the things a best-selling author does, then I would BE the successful author I want to be." You can easily insert "in-demand artist," "Grammy-winning songwriter" and more into this misguided Have-Do-Be equation.

Unfortunately, when we work this way we work contrary to the laws of success and prosperity. First, you must BE the "successful artist" you want to be. And you

must believe it and "know" it to the core. Success is not something you go and get; it's not a destination you reach. It's something that resides inside of you -- a quality you bring to everything you do.

If I want to be a songwriter, I must BE a songwriter. If I want to be an actor, I must BE an actor ... first. Then with that inner compass as a guide, I DO the things that a successful songwriter (or artist, actor, etc.) does. BE and DO those things long enough and we will eventually HAVE (or manifest) the material symbols of success we desire.

Try this: Close your eyes and project yourself five years into the future. Imagine that your ideal artistic career has unfolded and that you've reached a stage that you consider extremely successful. Really visualize that you've arrived at this point.

If this high level of success was your reality, how would you act? How would

you carry yourself? How would you treat others? How much energy would you pour into creating more art and satisfying your large and growing fan base? How confident would you be contacting other successful artists, producers, etc.? How much would you go out of your way to help good up-and-coming creative people? How content would you feel?

Now let me ask you: How does that vision compare to the way you act, feel and carry yourself now? If there's a drastic difference, look inward and realize that you're made of the same stuff as every successful person. You have as much right as anyone to embrace your own dreams.

So take that feeling of success you would feel five years from now and bring it to the present. Start having that sense of success now. Play the part, develop



that all-important sense of knowing, BE who you are.

And ... before you DO any more, and certainly before you HAVE what you want, focus on BEing the type of successful creative person you know you're destined to be.

*Chris John Amorosino
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A TIME TO REMEMBER

By Ursula McCafferty

It was time to weed out old files, always a tough job. Some things you just hang on to year after year.

And so it was that I came across an email from 2001, written by my son, Pat McCafferty, after his experience at Ground Zero. I read it again and decided it was worth sharing. All quotes are Pat's.

To his fellow former Connecticut State Police SWAT team member JK he wrote, "You know me well enough to know that there was no way I was not going into ground zero in the event the opportunity presented itself! Well it did and I did."

Pat drove from Florida to New York to volunteer, and volunteer he did. He made contact with members of the 1st NYPD precinct and was able to help at Nino's restaurant where the rescue workers were fed for free. He asked the officers in the 1st how he could get close to

ground zero and two obliged him with a tour of the area in a patrol car.

It was on exiting ground zero that he experienced one of the most emotional moments of his life. He stood with an honor guard as the partial remains of a fireman were escorted to the morgue on a flag-draped litter. "As we were preparing to return to the 1st precinct the Lt. came walking by and told the two cops he needed them for a detail. The remains (from the hips down) of a FDNY member had just been recovered. The cop who worked in the morgue explained that whenever any part (including boots, badges, helmets, etc.) of any emergency worker is recovered, it is placed on a litter, draped with an American flag, and brought to the temporary morgue where it is duly logged. Two members of the respective department then carry the flag-draped litter to a waiting ambulance escorted by NYPD motorcycles. Any

emergency worker in the area stands in an honor guard as the remains are carried to and placed in the ambulance. As the honor guard was forming I began to back away to get out of the way. The Lt. motioned me over and requested that I stand in the honor guard.

"Although I had my tin (badge) in my pocket I did not have a black band for it and explained this to the Lt. One of the cops had one in the trailer he worked in and ran to retrieve it. I placed the band on my tin, pinned it to my Connecticut State Police t-shirt, stood with the honor guard, and saluted the remains as they were carried to the waiting ambulance. To the credit of my training as a CSP Trooper I maintained my composure throughout the whole ceremony. I did however learn that the air in NYC is still polluted as hell: my eyes watered from the 1st precinct until I reached I84 in Brewster, NY!

"The processor in my head is still attempting to read and properly store the overwhelming amount of input it has received this past month. To state that the whole emotional experience was analogous to a hard kick in the groin does not even begin to express the total sense of anger, hurt, sadness, confusion, a certain sense of fear and a determination on my part to do whatever I can to make sure that America survives!

"Looking into the eyes of and speaking with many of the men and women working at ground zero every day is both sad and joyous. The look of anger, hurt, confusion and disbelief which is sad beyond belief, is only superimposed on the look of will, determination, dedication, and willingness to do what must be done."

(Visit member Ursula McCafferty's website at <http://www.acornacademy.us>)

A Free Education At Your Fingertips

by Peggy Gaffney

cont'd from p. 3

cover what interests you. Once you have that information you will just delete that message so that it doesn't crowd your inbox.

Over the years I have found some real gems among the contacts from my social networking/teleseminar/e-list sources. I will mention just a few. However, you will have different needs that will require different gurus. I hope you will do some exploring on your own.

The first one I will mention is Bobbie Christmas. I happened to hear her speak

several years ago and was really impressed at her cut-to-the-chase attitude toward writing. Her website is http://zebraeditor.com/free_reports.shtml. She has a wonderful collection of free reports that would help any writer.

Another person who is helpful in giving free information is Rick Frishman from the PR company Planned TV Arts. His newsletter is filled with tips and he has a radio show, but what is probably one of the most interesting resources is a collection of mp3 file interviews on every aspect of the

business with some of the top people. Go to <http://www.plannedtvarts.com/about/teleseminar-recordings.html>, right click and you can either listen then or right click and save it to your computer to listen to later. These hour long interviews are filled with good content. His *Author 101* twice-a-week newsletter is filled with tips and information about other places where you can get information.

Another PR professional who is interested in sharing tips with authors to

make them better is Annie Jennings. I get her newsletter and will often access her resource page at <http://www.anniejenningspr.com/publicitypro.htm>. She has a wealth of tried and true approaches that authors should incorporate in presenting themselves to the public.

These are just a sampling of educational sources that can be found as close as your computer. Check them out and find some of your own.

16th Anniversary Dinner

Hope To See You At The Party!

to celebrate

CAPA's 16-Year Anniversary
Members! Spouses! Friends!

Annual Writing Contest Awards

Please join us on March 20 for a catered gourmet dinner.

DJ with dancing

Dinner and dancing from 6:00 pm to 9:00 pm

Wayne English Spoke on "Writing For The Web"

by Ursula McCafferty



CAPA members were treated to a lively presentation on February 20th, by fellow member Wayne English. His topic was *Writing for the Web*.

A four-page handout was distributed covering 21 topics. That information alone was worth a great deal, but Wayne's explanations and examples were priceless. I list just a few:

1. Recognize for whom you are writing. Who is it that you

wish to reach. Think of your target as "Joe the customer." 2. If you want your material read it has to appeal to the reader who will

approach it with a "what's in it for me" attitude. You can lose the reader after the first sentence.

3. (In writing a query letter we refer to it as having a hook.)

4. Consider that web pages are scanned, not read. Be concise and avoid a word overload. Wayne suggests writing at the eighth grade level. The first sentence in a paragraph must introduce material in the paragraph. Keep the paragraphs compact---

five to six sentences of 15-20 words.

5. If you plan to create your own website Wayne offers a word of caution. "Beware of FREE." Some of the Free websites will add a variety of advertisements to your web page over which you will have no control. Visit some of the web pages created by the producer of Free sites. You may find that the ads run are not something with which you want to be associated.

6. Black print on white is traditional and easy to read. If you use colors make sure that you do not create something difficult to read, example: red text on colored background.

7. If your work is criticized do not respond in an offensive manner, regardless of how annoyed you may be. Answer the criticism calmly; show what you have done to address the problem. Don't allow yourself to be dragged into unpleasant verbal confrontation.

8. Do NOT use humor! It doesn't work. As an example Wayne displayed a toy rocket-launcher and described a possible scenario if he advertised that he "owned" a rocket launcher. He would soon notice police cars cruising past his house. Next would be a the shattering of his front door by a SWAT team demanding, "Where is the rocket launcher" while he was being handcuffed. Not funny!

For those members who were not present at the meeting, you may download the handout Wayne gave us: <http://wayneenglish.com/library/capa20feb10.pdf> This will take you right to the document. It is well worth downloading and printing as a reference tool. There is so much more material in those four pages than I can possibly relate.

Every Writer Can Have His Own Website: Here's How By Karen M. Rider

Would you like an easy, professional website to impress editors or promote your novel? Are you worried that you couldn't afford, or would be overwhelmed with designing your own website? I've been using a site called Writer's Residence for a few months and am very impressed with the service.

Writer's Residence, a new browser-based website hosting service located at <http://www.writersresidence.com/>, is where writers of all genres can create an online portfolio, lay out a C.V. and describe their work to editors, agents, publishers and readers—all with just a few mouse clicks.

Whether you are a novice freelancer, experienced writer or a published author, WR is a reasonable and realistic solution for writers on a budget. WR takes care of hosting and programming while offering you the ability to customize a growing selection of templates.

The first service related component that was important to me was the ability to cancel any time. I didn't want to be locked into something I didn't like or that was too hard for this techie-novice to use. WR eliminated these concerns because the first 30 days are a free trial and no credit card information is taken when you sign-up. If you don't purchase a service agreement at the end of the trial, you simply lose access to what you created. If you like the service, then for under ten

bucks a month you get your own website to show-off your clips, samples from your novel or whatever it is that you do (e.g., edit, illustrate). Six days, six months or six years from when you register, you can cancel without penalty—there's no contract.

The second service related requirement for me was ease of use. WR exceeds in this regard. My site was complete in less than five hours. If you have just a few clips, or aren't as fussy as I am about design details, it may take you an hour or two to complete your site. For each page you select for your site (e.g., about, C.V., clips) there is a data entry screen. For writing samples, you enter a headline, pub date, descriptive text and upload the document and graphic. After it's saved, you can view it immediately and go back to make corrections. The pages are already set, and no programming is required. Changes and additions to your portfolio can be made at any time.

The best feature of WR is that *all writers can use it in ways that make the most sense to them and their work*. Writers Residence gives you all the elements that a quality writer's website should have: pages for clips/writing samples, CV/resume, contact info, and bio. I was also able to organize my clips by subject, including, integrative medicine, conscious parenting, and articles on writing. Since a few of my clips overlap two areas (for example, an interview with a pioneer in

integrative medicine), I have cross-reference categories, one of which is 'interviews.' A novelist could create categories by title of his published works and upload sample chapters.

Another cool feature for published authors is the ability to use WR to promote/feature their new book, link to its Amazon page and announce any upcoming events. They can also host a sample chapter and any other media related to their book.

Both the graphic and the clips display in an easy-to-read way. Plus, there is no quota on how many clips a writer can upload—and any one of the clips can be linked to pitches sent to editors or agents.

Another important feature is responsiveness to customer needs. WR customers receive timely phone and e-mail support directly from the people who created the site and who can change things if necessary. I can attest to this because I pointed out that I couldn't change the color of my hyperlinks and I didn't want to modify my background color too much (it matched my logo). The next day,

there was a feature installed to modify the color of the hyperlink!

According to Pingdom, a third party monitoring service, uptime for the site is above 99.9%. This makes me feel good because I'm always worried about my computer crashing or one of my kids spilling juice on the external media drive. I can sleep easy knowing that clips of my best work are stored at WR, and I can access the site from anywhere.

If you decide to try WR, please mention CAPA. Monica and Tim welcome feedback from writers and their organizations. To learn more about WR and view a demo, go to www.WritersResidence.com.

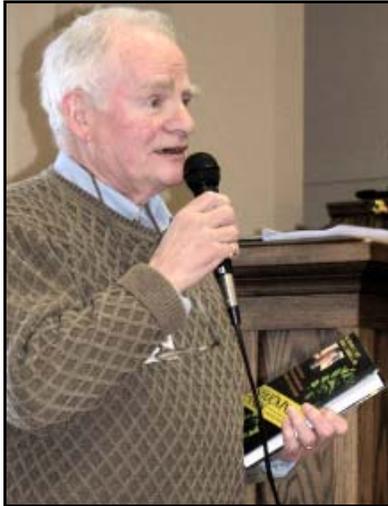
Visit member Karen M. Rider's website at <http://KarenM.Rider.WritersResidence.com>

A Poem by Milton Berle

***"I'd rather be a could-be
if I cannot be an are;
because a could-be is a maybe
who is reaching for a star.
I'd rather be a has-been
than a might-have-been, by far;
for a might have-been has never been,
but a has was once an are."***

Brag Board

Shocking Cases from Dr. Henry Lee's Forensic Files



In *Shocking Cases from Dr. Henry Lee's Forensic Files*, Dr. Lee and critically acclaimed mystery writer Jerry Labriola, MD, team up again to present five true crime page-turners. The cases covered include: The Phil Spector Case, The

Brown's Chicken Massacre, The Murder in the Sacristy, A Police Shooting and the Purple Trust, and, finally the Genocide in Bosnia-Herzegovina.

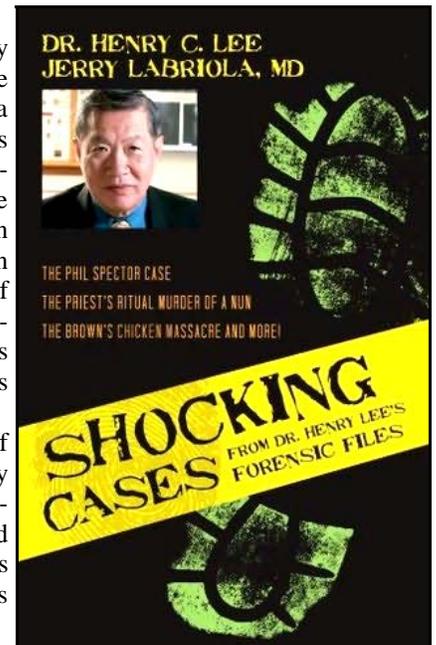
As they say in the prologue, "...the cases discussed here involve such disparate subjects as Hollywood's music industry, Prohibition and organized crime, murder within a religious enclave, the dangers inherent in law enforcement and racial tension, and the so-called ethnic cleansing."

Shocking Cases is the newest collaboration of this writing team. The writing style and gift for mystery of Dr. Labriola illuminates Dr. Lee's facts of forensic evidence. Working together, they create a gripping study in

crime.

CAPA is lucky to have Dr. Henry Lee and Dr. Jerry Labriola as our keynote speakers for the CAPA University Writers Conference in May. This will be an excellent time to learn about the subject of crime scene investigation that, if television is any example, fascinates Americans.

As many of you know, Dr. Jerry Labriola is the co-founder of CAPA and has been sharing his expertise with members from the beginning.



Note: CAPA members are encouraged to share their successes in the Authority. Please send a photo of you, your book cover, and a short comment about the book, or event.

Meet A Member - James Buchanan

By David Garnes

cont'd from p.1

sharp upward turn in terms of productivity. He's published two gothic novels, *The Lonely Hill* and *The Woolridge Tale*. The former is, in James' words, "about three men who meet in an isolated village during their vacations, staying at an inn with a minister and his four daughters." *The Woolridge Tale* is a supernatural take on the Red Riding Hood story that is set in a town modeled on the Woodridge of the sixties.

I asked James what it is about writing that appeals to him. "You can create your own world," he says. "Although it may not be a vast place like Tolkien's Middle Earth or Lewis' Narnia, it can be a mirror image of a

real place you know, with some differences."

He also adds: "Writing can also be a way of dealing with your issues by confronting them on the written page. It can also be a way of harnessing fantasy by reaching out into reality and grasping that fantasy. It's kind of like the way turbines harness the wind to make electricity."

The best part of writing for James is "when you have ideas that can make up the more exciting parts of your story...when you can think of things that take the ordinary parts to a more interesting level."

Right now James is in the midst of writing two stories. I won't divulge what

they're about, except to say that they definitely promise to exhibit that blending of the ordinary and the extraordinary that he describes so well.

So far, James is happy with his CAPA experience. "I think CAPA is going to get me somewhere in the long run, and I'm glad I joined. The best time I've had up to this point is when I spoke at the January SW CAPA meeting about how fairy tales can act as frames around which to build your own stories."

James tells me he's particularly interested in talking to other CAPA members about marketing his books, especially *The Woolridge*

Tale. He would also be up for a discussion anytime about one of his favorite writers, C. S. Lewis.

One suggestion James made may be of particular interest to other members. Except for our regional chapter meetings, most of what we do occurs on the weekend during the day. That's rarely a good time for him, and he'd love to see more events at other times. Good idea!

(For more information about James Buchanan's books, go to www.publishamerica.com. He may also be contacted at Buch52@netscape.com)

The ABCs of the Editing Process “I Have an Editor” Part One By Roberta J. Buland

One of my clients recently said to me after I finished editing his book, “It sounds good to tell people ‘I have an editor.’ It makes me sound like I’m a professional author.”

When he first approached me about editing his book, he told me he knew the book was good, but that there could be issues in it that he didn’t see. He reminded me that someone had told him to have another pair of eyes look at the manuscript. So, I became his editor. It was that simple for him.

Many of you may be intimidated by the process of finding an editor. Or, you may think you don’t need one. I can tell you this: I’m an editor, but everything I, myself, write needs an editor. Why? Because objectivity and self-awareness are challenging to view on a personal level. We may not understand what others may question, where real objectivity is required, or when mistakes or omissions are made uncon-

sciously. But an editor with training in using his or her eyes and ears does this.

Sure, your Mom may think the novel you wrote is great. Your sister, who has always been critical of everything you do, may feel that she is the best critic you can have! And that may well be. Your spouse always finds errors in the newspaper, so why not in your manuscript as well?

Ask yourself, “Are any of these people ‘learned’ editors? How many courses have they taken on the subject of editing? What gives them the credentials to call themselves editors?”

My mission as an editor is to make the manuscript, no matter how long or short, the very best it can be. And, I believe every qualified editor has the same mission. So, how do you find your editor? Some sources are:

- CAPA. Several CAPA members are editors.
- Referrals. If you know an author who is satisfied with the editor he/she used, ask for a referral.

Believe me, when you call us, we won’t bite!

These are the two best sources because CAPA editors or referrals are qualified. There are other sources also.

- Workshops. You may have taken a writing workshop and met an editor who impressed you.
- Professional Organizations. In addition to CAPA, there are other professional organizations that refer editors. Two, in particular, are the Editorial Freelancers Association (EFA) and the International Women Writers Groups (IWWG). I can vouch for both of these.
- Publishers. If you know a publisher, ask for a list of editors it has found satisfactory.
- Professional directories and the Internet. Key in “Professional Editors Associations” and you’ll find many other sources for editors.

Once you have found an editor, or more than



one, whom you believe is a good match for you, it is time to interview. Some good questions to ask appear above. I’ll be talking about other questions in a future column.

“ABCs of the Editing Process” appears as an occasional column in “The Authority.” Roberta Buland is the owner-operator of RIGHT WORDS UNLIMITED in Avon. She is a past president of CAPA and an experienced editor who can be reached at 860-214-5367 or at rjbuland@comcast.net She is always happy to answer questions about any aspect of editing and publishing.



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