



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 18 Issue 8

August 2011

Eileen Albrizio Speaks on Writing Fiction at August Meeting



Poet, writer, teacher, editor and former NPR

broadcaster, Eileen Albrizio knows writing — especially fiction. At the August 20th CAPA Central meeting in Avon, she will share her insights on writing fiction.

At her website, Eileen explains, "It's a simple philosophy, write what you know — perhaps too simple. We are creative people and writing about only what we've experienced seems limiting.

"How can you write a science fiction, horror or fantasy novel if what you write

must be based on only what you've experience in real life? Then again, how do you write what you don't know? Does that mean spending time and energy doing large amounts of research?

"The answer is simpler than you think. Writing what you know is actually a good philosophy, but it's not the entire philosophy. It's just the start..."

Eileen will help us focus on finding our way as writers, so plan to attend.

MEET A MEMBER Daniel Blanchard

By David Garnes



The path to becoming a writer is different for each of us. Some of our authors can't remember when they didn't have "pen in hand." Others of us came to writing later in our lives, when the pressures of long-term career jobs eased and we had the time, finally, to express ourselves creatively.

Daniel Blanchard, on the

other hand, has discovered writing in the middle of a very busy life, both professionally and personally. For many years an inner-city high school social studies teacher, Dan is also dad to five kids (that last "occupation" in itself would take care of just about all my energy!).

In a recent interview with Connecticut radio personality Wayne Norman (WILI/1400 AM), Dan explained how he came to realize writing could be a way to enhance his working life and add a new dimension to his desire to make a difference in teenagers' lives.

"After teaching and informally coaching hundreds of students," Dan said, "I wanted to reach out to kids beyond those in my classes — perhaps

even on a national level."

The result of that desire to reach out was *Feeling Lucky?* (Publish America, 2010), a 154-page novel written with an intention to, as Dan says, "empower and inspire teens."

Although targeted to teenagers who aspire to leadership, the book in fact can be helpful to adults as well, particularly in the ways they relate to young people.

One theme that comes across strongly in the book is the importance of the evolving connection between the novel's young protagonist and his grandfather, Granddaddy, a male/male relationship Dan views as crucial. He has said:

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Meetings

Southwest Division
Shelton — 8/15
To be announced

Main Meeting
Avon — 8/20
Eileen Albrizio

Southeast Division
Groton — 8/15
To be announced

Check the CAPA website
for details.

Baking With Barb by Barbara Klein

Amish Friendship Bread

The first starter (a culture to start fermentation) I received was for pancakes, and originated in the Alaskan Gold Rush! Sadly I lost it in a move. Amish Friendship Bread, also made from a starter, was given to me by a Texas friend, and — you guessed it — was lost in a move. Finally a friend in Connecticut gave me a start and I froze it before my last move. It worked like a charm! I've used starter on several different occasions to make muffins and bread for CAPA. I think of these dear friends every time I use a starter. A cup rests in the freezer or refrigerator until I get a hankering for some chocolate muffins or cinnamon bread. Then I take it out, keep

it in a warm place and start the process over again. It needs little attention except to stir with a wooden spoon on most days. Finally, follow the numbered steps until you have some delicious treats of your own. Ask me for a cup of starter as a base or make your own.

Starter — Procedure:

Place the starter in a large glass (not metal) bowl, keep at room temperature and cover tightly.

Day 1 Leave alone

Days 2-4 Stir

Day 5 Add 1 cup each of flour, sugar and milk, mix

Days 6-7 Stir

Days 8-9 Leave alone

Day 10 Add 1 cup each of flour, sugar and milk; mix.

Day 11: Place 1 cup starter in each of 3 plastic containers; give two to friends, keep one (it freezes well) and use remainder to make muffins or bread. Here are two of my favorites:

Chocolate Muffins

In a large bowl: mix 3 eggs, 1 c. oil (may substitute ½ applesauce), ½ c. milk, 1 c. starter and 1 tsp. vanilla.

In another bowl combine: 2 c. flour, 1 c. sugar, 1½ tsp. baking soda, 1 tsp. cinnamon, 1 box instant chocolate pudding, 2 pkgs. instant hot chocolate mix and ½ tsp. salt, (optional: chocolate chips or nuts).

Add dry ingredients to wet ingredients, stir well and pour into greased or lined muffin tins.

Bake in preheated 350° oven about 35 minutes until toothpick inserted in center comes out clean.

Cinnamon Bread

In large bowl: Beat 3 eggs, 1c. oil (may substitute ½ applesauce), ½ c. milk, 2 t. vanilla.

In a large bowl: combine: 1 t. baking soda, 1 t. baking powder, ½ t. salt, 2 tbsp. cinnamon, 2 c. flour, 1 small box vanilla instant pudding, 1 c. sugar.

Optional: 1 c. raisins, 1 c. nuts and/or 1 c. chopped apples

Sprinkle optional ingredients with a little flour, mix gently by hand, just until combined. This will prevent fruit from sinking to the bottom.

Pour into 2 well greased loaf pans or Bundt pan and bake 1 hour at 325° or follow muffin instructions.

When you try this starter, be sure to remember your friends!

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Article Submission

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

Topics may cover any aspect of writing, publishing and marketing. Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues. All articles will be edited. Submit single spaced with no built in formatting. Submit all articles to Peggy Gaffney at gaffney@kanineknits.com.

Send submissions for the **Meet A Member** column to Carol Healy at carolhealy@comcast.net

ARTICLES DUE BY THE 28TH OF THE MONTH

Meet A Member: Daniel Blanchard

continued

"In this country, men often don't take on a prominent role in their children's lives. And they should."

A Connecticut native, Dan grew up in Hartford and East Hartford. He graduated from East Hartford High School in 1988. After serving in the Army, he held a variety of jobs, eventually finding his niche in teaching. He and his family currently live in Columbia.

When I asked Dan what it is about writing that appeals to him, he replied, "Writing gives you a chance to be creative and communicate with many

more people than you could have done just on your own." And, he added perceptively, "It also gives you a chance to think about your thinking."

We'll be waiting for more of Dan's thoughts in his forthcoming second book, *Feeling Good*.

Go to <http://www.publishamerica.net/product23821.html> for more about Daniel Blanchard and *Feeling Lucky?* and <http://www.publishamerica.com/upinlights.htm> for an audio of Dan's radio interview.



Critique Group, Brainstorming Partner or Collaborator — Which is Right for You?

by Shirley G Webb

If you don't have one of the above, I would suggest you do so as soon as possible. You can save yourself hours of work by consulting with another writer in a critique group, with a brainstorming partner or even a collaborator (co-author).

Not all writers are talented or kind about critiquing your work. However, I think the right critique group can help the writer far beyond what she can do for herself. I am so into my work, I often overlook simple things that I left out, or put in too frequently. And I'm constantly introducing a new character with the initial 'C.' I have no idea where the love of names that begin with a 'C' comes from, none of my children has a 'C' name, but it shows up in my writing constantly.

If you are asked to critique someone's writing, please be honest but gentle in your remarks. No one writes a perfect manuscript in their first project. I have given suggestions that were not taken well. But after I gently explain the need to make the change, or do it from the direction of your editor, they sit back down and almost always agree.

Brainstorming with another writer can help you get "out of the fog" that has kept your plot or deeper characterization from forming. This method can help the

writer see what was evident, but shielded from his/her personal muse. For me, brainstorming has often seemed as a light bulb coming on or an epiphany — a sudden deep realization or comprehension.

In three of my five novels, I had a collaborator, or co-author. This arrangement will not work for all authors and I suggest that, when considering a co-author, you select one who will intimately know your story line, the characters and who will love your story as much as you do.

We both wrote on and off on the story, then we both edited each other's writing so we touched all parts of the book and characters from initial brainstorming of the story line, all the way to the final editing. What we ended up with was a singular-feeling voice, which our editor and fans have told us we accomplished.

As writers, we must constantly strive to improve our craft and brain-



storming, collaborating or working with a critique group is an excellent way to accomplish this.

Shirley Webb is a member of CAPA as well as five other writers' organizations. She writes for children and young adults.

Learn the Business with iTunes By Peggy Gaffney

If you don't have time to attend conferences and travel to hear speakers at different events, you may find another method of learning to your taste and it is a close as your computer.

I have learned the majority of my expertise from listening to experts in the field discuss topics to help me write, publish and market my books. One of my favorite experts is Penny Sansevieri whom I first heard at IBPA's Publisher's University. However, you may learn from her by just going to iTunes and downloading her online radio broadcasts on topics that are of interest to many CAPA members.

Hear What **The Publishing Insiders** Have to Say

Be in the know and hear what the publishing insiders: Penny Sansevieri, CEO of Author Marketing Experts, Inc. — and her guests — have to offer in terms of tips and insights into the industry! Listen here. Publishing Insiders is now available on iTunes, so you can keep up with the show wherever you go!

Upcoming show: Publishing Insights from Ellora's Cave on Tuesday, Aug. 9 at 7 p.m. Eastern Daylight Time.
<http://www.blogtalkradio.com/thepublishinginsiders/2011/08/09/publishing-insights-from-elloras-cave>

If you want to be on the cutting edge of the publishing world, look no further than Ellora's Cave. They have a successful formula for both print and ebooks — while others tried to figure out how to navigate a digital publishing world, Ellora's Cave dived right in. Join us as Susan Edwards, COO of Ellora's Cave, discusses the strategies her company employs to stay on top.

Ellora's Cave shows are available for download at <http://www.blogtalkradio.com/thepublishinginsiders> which cover the following topics:

- * Re-Purposing Your Content
- * The Future of Author Events
- * Selling Your Book in Bulk and Special Sales
- * What Authors Must Know About Book Cover Design
- * Literary Agents and Their Evolving Role in Publishing
- * The Dos and Don'ts of Distribution, Parts 1, 2 and 3
- * SPECIAL GUEST Seth Godin: Poke the Box
- * Smart Self-Publishing: Why Book Design & Editing Matter
- * Smart Self-Publishing: Making Money with Ebooks
- * Smart Self-Publishing Series: Becoming Your Own Publisher
- * Branding: The Secret to Selling More Books
- * Secrets to Getting Your Book Into Libraries
- * Getting Your Book into Bookstores with Elaine Wilkes
- * This Book Will Make You Money with special guest Jim Kukral
- * How to Make Money on Twitter
- * A Self Publishing Success Story
- * From Blog to Book
- * The Digital Book Revolution
- * Powerhouse Promotion with Marci Shimoff
- * Ebooks: the Savior of Publishing or the Foe? with Joe Konrath
- * Special Guest Mari Smith, queen of Facebook
- * All Things Twitter! with Warren Whitlock

This type of learning is beneficial because these talks are loaded with information — almost too much to grasp the first time you listen; however, you may download these lectures and listen to them over and over again.

Imagine downloading them to plug into your mp3 player and clipping on your earphones while you are cooking supper, mowing the lawn or driving the carpool. These programs will answer many of your questions, so check them out.

Reprinted from "The Book Marketing Expert" newsletter, a free ezine offering book promotion and publicity tips and techniques. <http://www.amarketingexpert.com>

What is it About the Mystery Writer's Block Syndrome? by Leda Monticello

Writer's Block? What is it about the Mystery Writer's Block Syndrome to which writers succumb? Their world of carefully crafted plots, historical perspectives, intrigue... and in walks 'Dumb-Struck' from out of the blue! Is it the Rite of Passage or Extra Celestial Decoys and UFOs planted by aliens... credit to writer-artist-editor Jack Kirby, who first presented the *Celestials* characters in comic format.

The *Saga* series captivated readers around the globe. Nothing has changed. Today, authors are searching for center stage in every bookstore around the country... not to forget the enormous 'pull' by Amazon.com... no need to leave home or your writer's sanctuary. Please visit the recent Amazon product created by CAPA's native son and founder!!

Every author's dream has the triple-thrill component of creating and refining their

script, publishing it in style and reaping the benefit of 'out-of-stock' en route to its reprinting stage.

Forget about the MWB Syndrome! Remember the aliens and those UFOs! Are they real or imaginary? Are these critters feeding us with food for thought or What IFs? Or is it a call for pause and regroup? The welcomed sign emerges with its greater powers to strike ink on the written page?

The greater Power is



Continued on page 5

Careful Planning Can Avoid Woes in Creating an Author Website By Chris Blake

Writers should conduct careful research and develop a vision and a plan before launching their website to help “avoid the woes and get to the wonder” of creating a web presence that will draw viewers, author Karen M. Rider said during her presentation at CAPA’s May 21 meeting. She was joined by Mark Hollis of Hollis Internet Marketing.

“No matter how much you prepare, you will have moments of woe,” said Rider, a freelance writer and author of fiction and non-fiction works. “Careful planning can help you to avoid the woe and get to the wonder.”

Writing for the web is not the same as writing for print, she said. Writers have less time to make an impression, so every word must count and you must use key words with search engines in mind.

Designing for the web is not the same as for print. There are only a limited number of fonts on the web and graphics must be rendered in a way they will appear on the screen as envisioned.

“If you use a graphic artist to design elements of your site, make sure they render your mock-ups in a browser format,” Rider advised.

Before hiring anyone to design a website, the writer should develop a vision and set goals. These goals could include promoting your work, attract-

ing the kind of audience you want, generating visits and providing advice, services, a newsletter or “freebies.”

“You need to figure out who you want to attract to your site, why they should visit your site and what you want to offer them when they arrive,” Rider said. “The answers to these questions become the content on your site.”

At the entry point, a homepage should tell your site visitor who you are, what you do/offer and how you can help them. For fiction writers, visitors want to get a sense of the author as person, why they write. The “how” is demonstrated by your book or story being able to take them into a new experience, a new world, a time and space apart from their daily lives. Whether you are a fiction or nonfiction writer, “the homepage has to tell people who I am, what I do and how I can help them,” she said. “It needs to be visually interesting and get people quickly to the resources they want.”

Before going live with a website, a writer must develop a “voice” and a “tone” for the site, along with voice layout, structure, content, colors, graphics. “An effective, genuine voice gives people a feel for why they should be here,” Rider said.

Tone expresses the mood, feeling and attitude of the voice. “A site with a consistent voice and tone can communicate more effectively,” she said. As a writer of both fiction and non-fiction, Rider said

her fiction pages have a different tone and voice from her non-fiction pages.

She offered these design tips for pages and menus:

- Make mockups of your pages, even if done in line drawings
- Look at your favorite writer sites and note what you like and don’t like
- Think about your menu — what’s on it and where it is placed
- Know how you want pages to link to one another within the site
- Don’t forget to list copyright information on the site.

Mark Hollis, who designed Rider’s site, said an effective way for writers to get the attention of agents, editors and publishers is to produce meaningful statistics to prove viewers are attracted to their author site. Hollis said there are a number of web analytics services, including AW Stats, Analog, Google Analytics, Webalizer and Sawmill.

Some stats are more meaningful than others, including unique visitors, how long viewers stay on the site, where they come from and what they do on the site. “Web statistics offer proof positive of the size of your audience,” Hollis said.

What is it About the Mystery Writer’s Block Syndrome? *continued*

within you! Yes! You are the Creator-Writer. The author who conjured the idea, crafted it into a compelling story or historical event and descended upon mankind joining the jubilations of the literary greats! Yes, the literary greats!

The magic of professional coaching takes on a process similar to changing clothes. What are you wearing today?

Is it new or old? Does it fit or is it en route to the recycle bin? Transferring those mystical demons involves a process of uncovering the alien faces unique and different to everyone because the confounded circumstances vary among mankind, including the great writers over the centuries! You are included in the list... of memorable reads.

Once the connection has been made to the demon’s face, it is a lifesaver to all of your writings. The demon’s face is a chameleon, an unexpected knock at the door. The beauty of human physiology is each person has his or her uniquely bundled attributes! Ahh! The wonders of the energized juices are exposed during the coaching process

to put you back on track toward completing your masterpiece.

“Excuse me, your agent’s on the phone!”

*Leda Monticello, graduate student, University of Texas’ Executive and Professional Coaching Program
writerscoach@intergate.com
Reach Leda at 860-463-1676.*

Schedule of Upcoming Meetings

CAPA-SE MEETINGS: Monday 7:00 pm

Summer Meetings: Location TBA

Aug 15: Summer Picnic

Sep 19: Speaker to be announced, Groton Public Library

CAPA CENTRAL MEETINGS: Saturday 10:30 am

August 20 Eileen Albrizio speaks on Fiction Writing

September 17 Peggy Gaffney speaks on Using Facebook to Market Your Books

October 15 Karlee Turner speaks on Historical Fiction

November 19 Brian Jud speaks on Beyond the Bookstore, Selling Your Books In Large Numbers.

December 17 Annual CAPA Christmas Party

CAPA SOUTHWEST MEETINGS: Monday 6:30 pm

August 15 Speaker to be announced. Bring your books for the Big E.

SE CAPA's Summer Get Together



SOUTHEAST DIVISION OF CAPA MEETING NOTICE

Monday, August 15, 2011

Home of: Ellie & Joe Sullo

108 Marvin Road, Colchester, CT 06415

860-303-4829

6:30 PM – 8:30 PM

This time it's rain or shine, large enclosed porch.

Installment number 3 of our Summer Get-Together Meetings

Guest Speaker BRIAN JUD

Topic: "Get Yourself on TV and Radio!"

Come and have a fun meeting. Informal dress, shorts are fine.

This is a Pot Luck Food Meeting

Bring some kind of snack food, finger food, chips and dips, nuts, etc. and Beverages

PLEASE RSVP with the choice of food you are bringing.

santostom@comcast.net

Bring a friend or spouse

**BIG E AUTHORS — PLEASE BRING YOUR BOOKS FOR THE BIG E
DEBBIE KILDAY WILL BE THERE TO PICK THEM UP.**

IF YOU CAN'T MAKE THE MEETING, PLEASE BRING BOOKS TO TOM SANTOS' HOUSE. CALL 860-599-5067

Directions:

From west I-95 Southbound: Take exit 82, Route 85, continue on Route 85 North, 14..2 miles. Turn right onto Marvin Road, 108 Marvin Road is on the right.

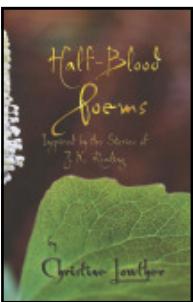
❧ Celebrating Success ❧

Joyce Boncal was recently interviewed by *The Hartford Business Journal* regarding QR codes. Boncal covers uses of QR codes, especially retail use and the software to generate a QR code. She mentions not to use a QR code just to connect to a website. The article, entitled, "Primer on QR Codes: Keep It Simple and Value Customers' Time" appears online in the July 25, 2011 edition of the HBJ or simply enter <http://tinyurl.com/3dmgcz5>

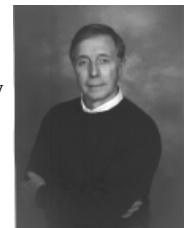


Jean Marie Rusin will be doing interviews with CAPA authors who wish to be a guest on her talk-radio show. She requests that you send her an email at jrusin31@yahoo.com and she will contact you to schedule your interview!

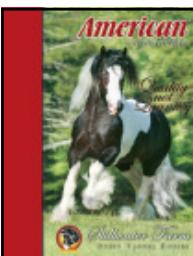
Karen M. Rider just completed an assignment for Writer's Digest magazine. Her article, "**Take Your Website to the Next Level**" will appear in the Nov/Dec 2011 issue, available for purchase in October. The article features information and how-to tips from the top website design and marketing pros who specialize in the needs of authors and freelance writers, including Authors on the Web, AuthorBytes, Hollis Internet Marketing, Author Marketing Experts and Smart Author Sites. So, if you're dumbstruck as to why your shiny new website isn't selling you book or pulling in more freelance clients or building your platform, this article is for you.



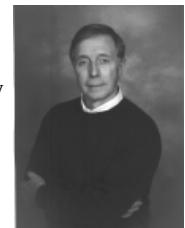
Robert Trexler, publisher at Winged Lion Press, released two books in August. *Half-Blood Poems: Inspired by the Writings of JK Rowling* by Canadian poet Christine Lowther offers 71 poems divided into seven sections corresponding to the seven-book Harry Potter series (the book premiered July 16 at the Leaky-Con Harry Potter convention, where Ms Lowther read selections from her book); and *Mythopoeic Narnia: Memory, Metaphor and Metamorphoses in The Chronicles of Narnia* by Dr. Salwa Khoddam, a C.S. Lewis scholar from Oklahoma City. Both books are available from Barnes&Noble.com and Amazon.com and selections from each may be read on the publisher's website: www.wingedlionpress.com. Robert was also interviewed for the website www.TheLiteraryTraveler.com on June 26. The interview may be accessed from the Winged Lion Press website.



Timothy Thomas Ackerman brags that his newest novel, **THE SAFEHOUSE**, has just been published by Outskirts Press and is available through them. It will soon be available at Amazon and B&N online and he is working to get it into actual stores.



Peggy Gaffney has had an article, "**All that Fleece: A Knitter's Idea of Heaven**," published in the latest issue of **American Livestock and Publishing Magazine**. The article is about marketing Alpaca fleece to knitters, a topic in which she is well versed since publishing her book, *The Crafty Llama and Alpaca Knits*. She was invited to write the article and, in lieu of payment, was given a half-page ad in the magazine to promote her nine knitting books and more than 100 patterns. The article may be read online at <http://www.americanlive.com/ezine/pg90.html> or <http://www.americanlive.com/ezine/pg91.html>. The magazine is circulated to farms in the U.S. and Canada.



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The ABCs of the Editing Process: What Can A Line Editor or “Fashion Editor” Do for You?

By Roberta Buland



“Line Editors” may also be called “Stylistic Editors.” I call them “Fashion Editors,” because we “fashion” your manuscript into the best style for you!

I consulted the Internet looking for “line editor.” I typed it into the search box and 17,300,000 articles, resources, professional line editors, etc., appeared! The number is over seventeen million! I checked the first ten and “borrowed” information from two by David Louis Edelman and Audrey the Helper.

Line Editors make sure every word belongs in — and is important to — your work. They tend to be in love with words and perfect phrases. They possess large vocabularies. They have a good sense of rhythm so they can choose whether to help make your words flow like a lazy river, or pound like a hammer, depending on your message.

While there isn’t space for everything they suggested, I think you’ll get the gist from what follows. Line editing is *NOT* easy, and the reasons are inherent in its nature. After you’ve done your own line editing, consult a professional editor to make your book even better

and more likely to be considered for publishing!

Here are some helpful “rules” to keep in mind:

1. Get rid of clutter or eliminate unnecessary modifiers.

These lessen the impact of your writing and/or are useless, such as *possibly, simply, really, totally, very, supposedly, seriously, terribly, allegedly, utterly, sort of, kind of, usually, extremely, almost, mostly, practically, probably* and *quite*. For example, it isn’t necessary to write “It was quite hot out that day” when “It was hot that day” works as well.

2. Eliminate clichés.

This is one of my pet peeves! You don’t need them! For example, *scraping the bottom of the barrel, monkeying around or driving like a maniac* are only a few.

3. Eliminate repeated words and phrases.

This not only means redundant phrases, but also words and phrases you use repeatedly that they become almost like your own clichés.

When I edit a book and see the same word used twice within a paragraph or page, I suggest the writer choose a different word, so readers won’t become bored. Don’t continue to say, “And every time people stopped to think, they would fold their arms before their chest or roll their eyes.” Once it is written is enough! Keep it interesting.

4. Search for extraneous *thats* and *hads*.

“He had been talking about how he had needed to get new glasses” could be better phrased as “He talked about needing new glasses.”

5. Look up any word you’re not positive you know.

Use dictionaries; they abound on the Internet and possibly even on your own desk!

6. Use the thesaurus.

But, don’t put obscure words into the text where they don’t belong. Find a synonym or more than one for describing a hurtling ball, such as thrown or tossed or lobbed or flung, etc.

7. When in doubt, try the Delete key.

Don’t fall so in love with a particular piece of prose that you’re blinded to its shortcomings and believe it must be included. Even if a sentence is perfect, it might be inappropriate for your book now, so save it for your next book.

8. Try changing tenses.

Some tenses can complicate rather than simplify. Tenses like the past progressive (“I was doing something”) and the present perfect (“He has done this forever”) tend to become confusing quickly.

9. Rewrite, rephrase, re-configure.

Unfortunately, despite the romantic picture often painted



about the writing process, prose does not instantly flow down from the Muse and magically burst through your fingertips! Even the best artists need to constantly rework and revise what they’ve written. It’s *work*. But, it should be *fun* work. Piano players practice scales, painters make preliminary sketches and writers go through lots of drafts.

10. Don’t clutter.

This was the first rule — and it should be the last one! Make your writing interesting and to the point. Be conscious of what each word in your story is doing and means. Involve readers. “Extraneous” should not be in a writer’s vocabulary.

Questions or comments?
Email: 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.