



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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August 2012

## Annie Kelleher to Speak at the August 18 CAPA Meeting Topic: How to Keep Your Writing Flowing

Novelist and intuitive writing coach Anne Kelleher will speak to the writers at Connecticut Authors and Publishers Association in Avon, CT on August 18. She will discuss her most recent series of novels inspired by her brother with Down Syndrome as well as her work with writing clients.

Annie Kelleher was born in Ocean City, NJ. She holds a BA from Johns Hopkins University and has studied medieval literature at the University of Connecticut. Her previous novels include four sci-fi fantasies and four romance novels.



Currently, Annie lives in Canton, Connecticut, with her four children, her beagle, her books and the love of her life.

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## Meet A Member: Rhonda Lane by Rhonda Lane and Carol Healy

Rhonda Lane grew up in the heart of rural Kentucky's tobacco and horse country. She has worked at newspapers and in television. She jokes that she's dragged TV cameras and audio cables through football stadiums throughout the South.

Rhonda now lives in Southington and, after decades away from horses, a health scare brought her back, even if it didn't put her back in the saddle right away. She began work on a mystery novel set among a fictional community of gated horse farms in rural Kentucky and started a horse blog.

She describes TheHorseySet.net as a "horses-in-culture blog." Preferring to take a broader view of the world of horses, Rhonda may write about horse racing in one post,



equestrian travel in another and horses in the movies for the next.

At the end of July, TheHorseySet.net celebrated its fourth year. Global interest in the blog attracted

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## Contributors

Christopher Blake  
Roberta Buland  
Carol Healy  
Brian Jud  
Anne Kelleher  
Rhonda Lane  
Dick Margulis  
Peri Poloni-Gabriel  
Rita Reali  
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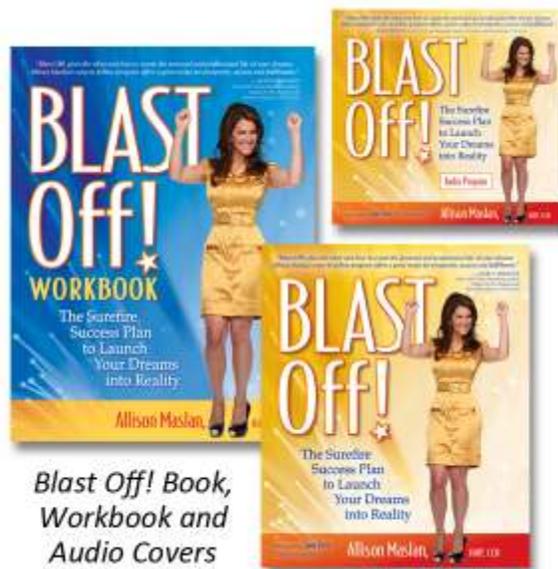
## Cover Design Strategies — Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. She may be contacted at [www.knockoutbooks.com](http://www.knockoutbooks.com))

### Blast Off! Series

Visually, this cover had to excite and ignite. Since the author is also a speaker about her Blast Off! program, it was important to have her featured on the cover. Sparks and shooting stars add the movement and “blast” to each.

The companion workbook was created in the same look, but with a different color scheme so it would be identified with the book but also easily differentiated. The subtitle purposely stair steps up the cover, adding movement and leading the eye to the title.



*Blast Off! Book,  
Workbook and  
Audio Covers*

### CAPA Board of Directors

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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 Brian Jud at [brianjud@comcast.net](mailto:brianjud@comcast.net).

Send submissions for the **Meet A Member** column to Carol Healy at [carolhealy@comcast.net](mailto:carolhealy@comcast.net)

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

Editor—Brian Jud, Meet-a-Member Column—Carol Healy  
Copy Editor—Rita Reali Staff Photographer—Deborah Kilday, Staff Writer—Chris Blake

## Interior Designing

(Dick Margulis, editor and book designer, New Haven, Connecticut.  
Contact Dick at dick@dmargulis.com)

### Dash it all! A quick guide to using hyphens, en dashes and em dashes.

First of all, what am I talking about? An em quad is a rectangle as wide as the letter capital M. In typical text fonts, the em quad is square. So an em of 10-point type is normally 10 points high and 10 points wide. An em dash is as wide as an em quad, although in some typefaces, it's a little shorter than that, with a bit of white on either side to fill out the width. An en quad is half the width of an em quad. And, as you would expect, an en dash is the width of an en quad. A hyphen is typically one-third of an em wide.

- The hyphen is used to separate parts of a compound modifier. I used a hyphen when I typed “10-point” above. The hyphen (technically the optional hyphen, sometimes called a bell hyphen by old timers who remember the Linotype) is also used to break a word at the end of a line of justified type.
- The typeset em dash is used to represent the grammatical punctuation mark called a dash. Often, if you are just typing an email or a letter, you might use two hyphens to represent a dash -- like that. Some people type space-hyphen-space - like that. Grammatically, a dash indicates a break in thought. It may be represented on the page by an em dash or by a “spaced en dash” (space-en dash-space).

The choice is usually a matter of the publisher's house style. Most American publishers use an em dash. Most British publishers use a spaced en dash. [Technical constraints prevent my showing you an em dash reliably in this newsletter. I'll type an em dash here—but it might not appear as one when you read it, depending on which version of the newsletter you're looking at.]

• That leaves the en dash, half the width of the em dash, but longer than a hyphen. Where is it used? The en dash has three uses: First, it is used like a hyphen to separate parts of a compound modifier, but only in the case where part of the modifier is an open compound. For example, pre-World War II has an en dash after “pre” because “World War II” is an open compound. Second, the en dash is used whenever it represents a preposition or conjunction. For example, it is used to replace “to” in ranges like 9–5 and Monday–Friday and it is used to replace “and” in constructions such as the Taft–Hartley Act or chocolate–raspberry torte. [Again, because of technical limitations, those may look like hyphens in the version of the newsletter you're reading. But I typed en dashes.] The last use is in the spaced en dash, as described above, instead of an em dash.

And what about the minus sign? The minus sign looks like the en dash, which is often substituted.

However, the width of the minus sign is based on the width of tabular figures in the typeface, which may be slightly different from an en; and its height is coordinated with that of the plus sign, which may not align with the en dash. So it's always best to use the true minus sign where it's called for, rather than an en dash.

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### eBooks Outsold Hard Covers in Adult Fiction Last Year: What Does It Mean? Christopher Blake

The recent news was both stunning and expected: e-books outsold hard covers in the adult fiction category in 2011, according to a report co-produced by the Association of American Publishers (AAR) and the Book Industry Study Group, based on sales figures provided by 2,000 publishers.

Other findings in the report include:

- Net sales of e-books jumped to 15% of the market in 2011, up from six percent in 2010
- Overall, U.S. book market sales declined by 2.5% to \$2.72 billion in 2011, down from \$2.79 billion in 2010.
- Majority of publishers' revenues still come from print books at \$11 billion, compared to \$2 billion from e-books.
- In the adult-fiction category, e-books accounted for 30 percent of total net publishers' sales, compared to a 13 percent share the year before.
- Online retailers represented 13% of total net dollars, but grew by 35% from the year before.

## What to Do After Your Book Is Published

By Brian Jud

During a recent CAPA Board meeting, a discussion revolved around how to help authors and publishers market their books. In this second of a two-part series, Brian Jud created a checklist to give you ideas for things you can do after your book is published (the “Before” list was in the July issue of *The Authority*).

Your CAPA Board is also in the process of creating a Mentoring Program, through which CAPA members who are experienced in one of the actions listed below can help others implement them. In the meantime, visit <http://tinyurl.com/85o9f3k> to see Brian Jud’s free articles with information on many of these topics.

- Continue to prospect for and contact buyers in non-bookstore markets
- Update your website
- Continue eCommerce activities
- Monitor search-engine ranking (SEO)
- Get active in CAPA and IBPA
- Continue social networking
- Update your strategic plan
- Compare actual results to budget quarterly
- Additional endorsements from readers/users and industry leaders (add to literature, other copy)
- Contact other syndicated columnists
- Contact magazines with long lead times
- Plan more tradeshow to attend
- Create new sales-promotional items
- Send to niche book reviewers
- Apply to award competitions
- Send books to post-publication reviewers
- Rewrite and update your literature
- Create podcasts
- Plan to exhibit with other CAPA members at shows and exhibits (see page 8)
- Participate in chat rooms, forums and discussion groups online
- Direct marketing – snail mail and email
- Implement non-bookstore promotional programs
- Build your “pitch pack”
- Send a proposal package to retail distributors
- Take media training
- Contact associations for cause marketing; membership premium ([www.weddles.com](http://www.weddles.com))
- Phone call follow-up media
- Participate in co-op niche mailings (CAPA, IBPA, etc)
- Mail brochures/flyers to prospective buyers
- Phone follow-up to all prospective customers
- Conduct a mobile marketing campaign (Apps, texting, QR codes, etc)
- Conduct virtual tours
- Participate in book fairs and trade shows (BEA, ALA)
- Sell foreign rights
- Continue marketing on sites such as [www.goodreads](http://www.goodreads.com), [www.shelfari.com](http://www.shelfari.com), etc
- Line, brand and author extensions
- Prospect for corporate buyers on [www.manta.com](http://www.manta.com)
- Work your personal networking lists
- Conduct retail-store events
- Conduct virtual media tours
- Blog regularly
- Conduct library tours
- Create contests and/or sweepstakes
- Write a script to use in telephone marketing
- Update your elevator pitch and voice-mail message
- Start a regular newsletter
- Create a package insert
- Use creative sales-promotional items
- Purchase counter displays
- Back-of-the-room sales at speaking events
- Update metadata for online retailers
- Conduct seminars and webinars
- Sell your books as premiums and ad specialties
- Have associations use your book as a fundraising item
- Sell your book to schools (public, private, home)
- Sell your book to the military (domestic and overseas)
- Establish distribution to non-bookstore retailers
- Write and present proposals for large-quantity sales
- Start and participate in affiliate programs
- Support all distributors and wholesalers
- Monitor your attitude
- Change your strategies for life-cycle stages
- Update your business and marketing plans
- Bundle various products
- Market at craft fairs
- Appearances on more TV and radio shows
- Start own fan club (Facebook or other)
- Evaluate discounting strategies
- Evaluate unit sales, revenue and profit relative to goals
- Create new hooks as attention getters
- Practice the 3Vs of media events (Verbal, Vocal, Visual)

## The ABCs of the Editing Process:

*What An Editor Can Do For You: Two Principles By Roberta Buland*



“I edit, therefore I live,” is the wordage on a colleague’s mug. It is based on the oft-quoted “I think, therefore I am.” Both quotes apply to an editor’s work. An editor lives and breathes editing—any writing is a challenge to locate errors. It is part of our DNA and can’t be turned off. If you see me reading a newspaper, note the frowns and other negative facial expressions. Nothing is perfect. In fact, a highly-respected clergyman said, “Don’t try to reach for perfection. Reach for excellence.” This is my mantra.

What can an editor do for you? Once you decide that you need an editor, you have crossed over to a “help-me” mode. You agree that you need more than a proofreader, someone who can do more for you than check spelling and sentence structure.

Often, an editor will say to you, “It’s not my book.” This is to remind you that, although we may wish to edit your manuscript into our own voice and style or even disagree with your preferences, this is not what we do. Rather, we preserve your voice while making your manuscript more readable, accurate and consistent toward your goal of publication.

### First, do no harm

When you seek an editor, you probably feel that the manuscript is a mess or in chaos—inconsistent style, grammar errors, disorganized structure, inconclusive conclusions, etc. Often, we believe in the Hippocratic Oath, “First, do no harm.” We want to keep who you are: your voice, mood, style. We do not rewrite your book. If we did, we’d do more harm to you.

My approach is to first find out the author’s message, whether fiction or non-fiction. I ask, “Why you are hiring an editor?”

The answers vary from, “My work needs only proofreading” to “Please rewrite the book so I can get an agent.” Neither is the whole story. True, you might need only proofreading, but often your book needs more attention to style, grammar, voice, etc. As far as rewriting it to “get an agent,” I am not you! If you want a manuscript to be written, you need a ghost writer! Never have I been called a ghost! Yet, I have suggested that the author hire a ghost writer—and sometimes I do become a ghost writer, but never a ghost!

### Second, respect the author

How much can I help you? Editing is a teaching tool that I use to help you write the best manuscript you can. In effect, I am committed to keep it yours—to respect who you are—while teaching you what needs to be changed to make it publishable. I make no guarantees—I don’t live in agents’ or publishers’ heads! I see what needs work—grammar, sentence structure, development, organization, plot, characters, storyline and other possibilities

that arise during the editing process. I attack with red ink within the wordage and margins, and I provide a constructive critique. Since “It’s not my book,” you decide if you want to make the changes—I’m available to help you through the process, to teach you what is “right” and “wrong,” as I see it. You don’t have to agree with me. But, I’ll do my best to help you communicate what you intended to write in an intelligent, cool, crisp manner so that your readers will say, upon finishing your work, “That was seamless, a page turner, great!”

Questions or comments? Email: [rjbuland@comcast.net](mailto:rjbuland@comcast.net).

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

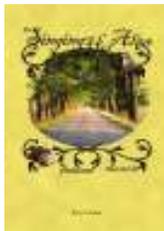
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## Tip for Performing on TV and Radio Shows

*The most important thing – whether you’re on a radio show or a television show – is to be an engaging guest. Your appearance on the show is a performance. You have to think of yourself as an actor. You must be an active participant.*

Eric Marcus, former producer for *Good Morning America* and *CBS This Morning*.

## Celebrating Success



Diana Perkins received several awards for her historical-fiction novel, *Singing Her Alive*: Finalist in the National Indie Excellence Awards; Second place in Reader Views - Reviewers Choice Awards; Finalist in the ForeWord BOTY Awards; Finalist in Dan Poynters Global eBook Awards. Diana also was honored to be asked to read/speak at the Mansfield Public Library, representing them on the Connecticut Authors Trail on July 26th, it was a good turnout and we got some nice feedback.



Ann Jamieson's new book, Volume IV of *For the Love of the Horse*, will be released next month. It features two horses who were in London for the Olympics, and Lisa Kelly from *Ice Road Truckers*. Ann is going to Alaska to do a book signing with Lisa! Also, Ann is working with a few teachers who are interested in incorporating her books into their schools' curricula.



Award-winning author, Catherine Gibson, has published her third children's book, *Sophie Discovers Synchronized Swimming*. Previously, we met Sophie as a budding ballerina in Cathy's first book, *Through Sophie's Eyes*. Her second book, *Coach Bob & Me*, is about a boy who is a loner, befriended by a coach who offers encouragement and guidance.



On Sunday July 22nd, Noreen Grice signed copies of her new book, *Everyone's Universe: A Guide to Accessible Astronomy Places* (second edition) at the Louisiana Art & Science Museum (LASM) in Baton Rouge. The book signing was held during the opening reception of the 2012 International Planetarium Society conference. Also, Glenn Chaple, a writer for *Astronomy Magazine*, published a full-page article in the August 2012 issue featuring Noreen's work in making astronomy accessible for people with disabilities. The book cover for *Everyone's Universe* (second edition) was included in the article.

The seven members of The Equine Authors & Artists of CT, held their prime event for 2012 — a Musical Summer Evening Champagne Reception on July 18th. The group was part of the Connecticut Authors' Trail with a roundtable discussion at the Sprague Library on August 9th at 6:30 pm and on August 11th at the Beech Brook Farm booth at the Mystic Art Festival.

Adele Annesi's flash fiction, "ww.bookfinder," has been accepted for publication by *Marco Polo Arts Magazine*, and she is working on a nonfiction book project through Fairfield University.

Lou Norton (aka: Louis Arthur Norton), who specializes in writing about maritime history, has taken advantage of the 200<sup>th</sup> anniversary of the War of 1812. He has published "The Constitution's Great Escape," in the May-June issue of *Naval History* of the United States Naval Institute and "War of 1812 in the Pacific: Pelts, Ploys, Plunder," in the current issue 2012 of *Coriolis*, a peer reviewed academic journal published by the Mystic Seaport Museum. His article about a Connecticut naval hero, entitled "Commodore Charles Morris: The Forgotten Naval Paladin," was recently accepted for publication in a future issue of *Naval History*.

Robert Kerson found an answer to the greatest mystery contained in the Quran. A type of unexplained letter puzzle which has been pondered by countless scholars, but no real demonstrable explanation. His explanation is completely unique. You may read and download and print the article at <http://tinyurl.com/cv8ukpj>.

Julia Antoine's published works run the gamut from children's books to drama and romance for adults. Three of those books – *Too Clever*, *Two Clever II – A Tropical Christmas Story*, and *Too Clever III - Curious Mary* and *Esme the Bunny* are Mom's Choice Award® winners!



## Rhonda Lane (Continued from Page 1)

the attention of the organizers of the Glenfiddich Explorers website, where she also writes articles on worldwide equestrian travel.

Rhonda's preferred platform for blogging is WordPress. She appreciates the flexibility of the software, which she also used for her website, rhondalane.com. Before beginning her blog, she read extensively and took online courses about blogging. She does much of her own blog management, but engages the services of a blog tech person from time to time.

For other CAPA members, she offers four tips for better blogging:

- 1) The Net has plenty of websites that teach you for free how to blog. And don't forget YouTube tutorials. You can run the video in one browser tab, pause it, then work on the blog in another tab. Step by step.

- 2) Link to other blog posts within the articles you write, not just in your Blogroll. Just be certain the links are in the context of the article.

- 3) Add a list of tags to each post because tags are the keywords people might use to find your blog post during their web searches.

- 4) Embedding YouTube videos in a blog post is a great way to add visual interest to your blog for free.

Rhonda had to slow down her blogging schedule to pursue her fiction writing. Her short story of dark suspense made the first-round cut in a national contest. She is deep in revisions on her mystery novel.

You can find out more about Rhonda Lane on her websites: rhondalane.com and thehorseysnet.net.

*Some promotion is for exposure and some for selling. Know which is which. Do not expect a promotional tool to do what it is not intended to accomplish.*

**Authors scheduled to participate in The Big E must bring their books to one of the following CAPA meetings for pickup.**

**Central – August 18  
10:30 a.m. to 12:30 p.m.**

**Southeast – August 20  
6:30 p.m. to 8:00 p.m.**

**Southwest – August 20  
6:30 p.m. to 8:00 p.m.**

## Schedule of Upcoming Meetings

### CAPA-SOUTHEAST

**Locations:** Groton Public Library 6:30 pm (Tom Santos, santostom@comcast.net)  
 Aug. 20: Summer Outdoor Meeting (Location TBA)  
 Sept. 17: Topic and location to be announced

### CAPA CENTRAL

**Location:** Sycamore Hills Park Community Center, Avon, CT 10:30 am (www.aboutcapa.com)  
 Aug. 18 Annie Kelleher - *Writing Coach*  
 Sept. 15 Gina Panettieri - How to write a query letter

### CAPA SOUTHWEST

**Location:** Plumb Memorial Library, Shelton. 6:30 pm (Steve Riley, sriles40@aol.com)  
 Sept. 10 **Speaker:** To be announced  
 Oct. 8 **Speaker:** To be announced

### CAPA BOOK-NETWORKING MEETINGS

**Location:** Wethersfield Public Library, 6:00—8:00 pm (Jason Alster, jasonalster@gmail.com)  
 Aug. 28 Presenters TBA

## CAPA's Co-op Connection

Save money as you market your books by sharing the cost of events with other CAPA members. Want to participate in one of these sales events with other CAPA members? Log on to the CAPA social network

**August** ([http://www.ctfairs.org/fair\\_map.aspx](http://www.ctfairs.org/fair_map.aspx) for info)

- 23-26 Brooklyn Fair
- 24-26 Chester Fair
- 24-26 Terryville Lions Country Fair
- Aug. 31-Sept. 3 Haddam Neck Fair
- Aug. 31-Sept. 3 Woodstock Fair

### September

- 1-3 Goshen Fair
- 1-3 Mystic Labor Day Weekend Show ([www.meettheartistsandartisans.com](http://www.meettheartistsandartisans.com))
- 6-9 North Haven Fair ([www.ctfairs.org/fair\\_map.aspx](http://www.ctfairs.org/fair_map.aspx))
- 6-10 Hebron Harvest Fair ([www.ctfairs.org/fair\\_map.aspx](http://www.ctfairs.org/fair_map.aspx))
- 7-9 Bethlehem Fair ([www.ctfairs.org/fair\\_map.aspx](http://www.ctfairs.org/fair_map.aspx))

- 14-30 The Big E
- 15-16 Orange Country Fair
- 16 Trumbull Arts Festival (203) 452-5065

### October

- 5-7 Berlin Fair
- 6-7 Garlic & Harvest Festival; Bethlehem Fairgrounds – Bethlehem, CT <http://www.garlicfestct.com>
- 12-14 Portland Fair
- 14-16, New England Library Association Annual Conference: Sturbridge Host Hotel & Conference Center, Sturbridge, MA (<http://www.nelib.org/conference>)

### November

- 10-11 21st Annual Connecticut Children's Book Fair, Storrs, CT (<http://bookfair.uconn.edu/2012.htm>)

**For fairs and events outside Connecticut**, here are additional resources:

- |                                |   |
|--------------------------------|---|
| 69 Places to Find a Craft Show | <a href="http://tinyurl.com/cnedunn">http://tinyurl.com/cnedunn</a>             |
| Festival Network Online        | <a href="http://festivalnet.com/">http://festivalnet.com/</a>                   |
| The Crafts Fair Online         | <a href="http://www.craftsfaironline.com/">http://www.craftsfaironline.com/</a> |
| Craft and Hobby Association    | <a href="https://www.craftandhobby.org/">https://www.craftandhobby.org/</a>     |

## Join Other CAPA Authors – Sell to Bookstore Buyers

October 4-5, 2012, Rhode Island Convention Center, Providence RI

CAPA is joining forces with the Independent Publishers of New England (IPNE) to display our members' books before an audience of bookstore buyers at the New England Booksellers' Association (NEIBA) Fall Conference.

Bookstore buyers representing all six New England states will be in attendance, placing orders for books.

If you participate, we will advertise your books in the conference program, create a flyer with all books on display and mail the flyer to bookstore attendees prior to the Conference. You may display your book(s) (\$65 per title) and be there in person for an additional \$45.

To register, go online to <http://ipone.memberlodge.org/Events> and follow the prompts. Or mail a check (payable to CAPA) to Brian Jud, P. O. Box 715, Avon, CT 06001.

### Optional Events

**Autograph your books** at our table exhibit on Thursday, October 4. There is a non-refundable \$75 fee for this service. Deadline is Sept. 5.

### Pick-Nic Boxed Luncheon

This is a booksellers/rep boxed lunch to be held on Oct. 3. You can meet personally with bookstore buyers to talk about the highlights of your book(s). Author attendance is chosen by lottery. Submit your name to [brianjud@comcast.net](mailto:brianjud@comcast.net). Deadline to sign up is August 17. There is a \$100 non-refundable fee to participate in this event.

For further information, go online: <http://www.newenglandbooks.org>