



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 18 Issue 1

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## Bestselling Writer to Speak at CAPA



USA Today bestselling author Kristan Higgins takes a look at the two most im-

portant aspects of fiction – plot structure and character arc – and how they blend in the very best stories, books and movies. Based on the works of writing gurus such as Michael Hauge, Donald Maass, Debra Dixon and Blake Snyder, as well as her own struggles in the trenches, Kristan outlines the critical aspects of character development and how these points are reflected in a well constructed novel, short story or screenplay. A two-time win-

ner of the prestigious Romance Writers of America RITA Award, Kristan has been called “one of the most honest and creative voices in contemporary romance today.”

She is the author of six romantic comedies, including *All I Ever Wanted* and the upcoming *My One & Only*. A Connecticut native, Kristan still resides in her hometown with her heroic firefighter husband, two lovely children and one devoted mutt.

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## MEET A MEMBER: Bryan Lockett

By Arthur Soja



Truly passionate writers tend to know at an early age that they love the craft. This month, The Authority features Bryan Lockett, who told me he recently came across a manuscript he wrote at the age of 13. Now, years later (I won't reveal

how many), he is an author and CAPA member with multiple completed works. Most recently, he has published a novel titled *Mystic Connecticut: A Woman's Hundred Year Journey to Heaven*. It chronicles Elizabeth Newton's life from her idyllic childhood in rural Connecticut to the bitterness that shrouds her twilight years. Readers walk with Elizabeth through a century of love, loss and heartbreak, and witness the ultimate restoration of her spirituality with the help of a very special visitor.

Bryan's first novel, *Evil Lurking*, was published a few years ago. He describes it as “a dark, supernatural thriller that would make Stephen King proud.”

Now a resident of Mystic,

Bryan is originally from New Jersey and came to Connecticut in 1985 while serving in the United States Navy. While in the Navy, Bryan served on submarines for 12 years. With that kind of background, it may come as no surprise that Bryan holds a degree in nuclear technology. In addition, he has a degree in business management that serves him more appropriately in his current occupation as the owner of HomeLife Companions and Homemakers, LLC – a homemaker, companion and personal-care agency that assists seniors throughout southeastern Connecticut.

Bryan has a wife, Elena,

*continued on page 3*

## Meetings

Southwest Division  
Shelton

1/10

To be announced

Main Meeting

Avon

1/15

Kristan Higgins

Speaker

\*location change to  
Avon Middle School

Southeast Division

Groton

1/17

To be announced

## Baking With Barb

by Barbara Klein

When I set out to make Lemon Curd Cheesecake Friday night, I thought it would be finished in time for me to get a good night's sleep before attending the CAPA Christmas Party. I made my own home-made lemon curd and changed the crust. The recipe called for a spring-form pan; unfortunately, I tried a Bundt spring-form pan. There was nothing left to do but remove the center by turning the cake upside-down. I took a deep breath and... Splat!

What a disaster! The cake cracked in several places and looked like it had been through an earthquake. Now, at that point, most people would have tossed the cake in the trash; but I've never been a quitter. I wrapped the broken cake in a

paper collar – a cast, if you will, stored it in the refrigerator and, in the morning, gave it a facial.

Covering it with lemon curd and a pint of strategically placed red raspberries did the trick. The Lemon Curd Upside-Down Cheesecake was a splashing success!

### Crust:

2 cups graham cracker crumbs  
½ cup ground almonds  
1/3 cup melted butter

Mix and press in the bottom and up the sides of a 9x3 inch spring-form pan using a straight sided glass. Set aside.

### Lemon Curd:

1 cup sugar  
6 large egg yolks, beaten  
½ cup fresh-squeezed lemon juice

1 tablespoon grated lemon peel  
½ cup butter, room temperature  
¼ teaspoon powdered coriander

Combine sugar and coriander in medium glass bowl, stir in the egg yolks and blend. Add the juice and microwave 4 to 6 minutes, stopping to blend and whisk every 45 to 60 seconds to keep smooth. Add grated lemon or lime peel half way through. Cook until thick but not boiling. Remove from microwave and add butter 1 tablespoon at a time. Pour into pint jar or bowl and cover.

### Cheesecake:

3 8-oz. packages cream cheese or Neufchatel  
1 cup sugar  
¾ cup lemon curd  
3 eggs  
1 pint fresh raspberries

Preheat oven to 325°. Using a mixer, beat cream cheese until smooth. Gradually add lemon curd and eggs and incorporate. Pour over crust and bake 55 to 65 minutes or until center is set. Cool 30 minutes and run metal spatula around edge. Refrigerate at least 2 hours or over night. Remove sides and pour the remainder of the lemon curd over top and garnish with raspberries. And, to save yourself a lot of trouble, use a traditional spring-form pan.



### CAPA Board of Directors CAPA Officers & Board Members Contact Information

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### Article Submission

*The Authority* welcomes articles written by members. Here are some guidelines 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.

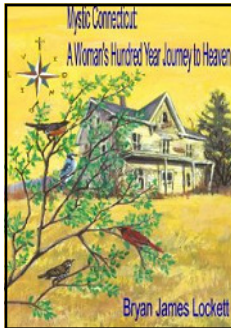
Send submissions for the **Meet A Member** column to Carol Healy at carolhealy@comcast.net

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

*Authority Staff: Editor—Peggy Gaffney, Meet A Member Column—Carol Healy  
Copy Editor—Rita Reali Staff Photographer—Deborah Kilday*

## Meet A Member: Bryan Lockett

continued



and a daughter, Jackie. Elena is a second-grade teacher in Groton; Jackie is a junior in high school. The three of them are actively involved in volleyball several times a week, both as coaches and players.

As if that weren't enough

to keep him occupied, Bryan (of course) loves to write.

Along with his two aforementioned novels, he pursues his passion for writing without limiting himself in certain respects.

"I don't really have a specific genre that I enjoy writing more than others," he pointed out. His membership in CAPA offers him a number of unique opportunities that are difficult to find anywhere else.

"I originally joined CAPA when SECAPA was in its infant stages, and re-joined earlier this year to re-establish connections and

participate in the many wonderful venues that CAPA sponsors."

As for the manuscript he wrote when he was 13, Bryan confessed wistfully, "The



pages are now yellowed and brittle, but it certainly brings back nostalgic memories. That story was a western novel written when I thought Louis L'Amour was the only credible writer in existence!"

Without a doubt, it does not look the same to him now as it did then, both physically and stylistically. The yellowing, brittle pages function as a highlight to the growth of Bryan Lockett as a writer. It certainly can't hinder his hopes of landing a movie deal.

Be sure to greet Bryan at a CAPA meeting. Maybe you can exchange stories of early writing experiences and how they looked to you years later.

Those interested in buying Bryan's book may find it at Amazon or on his website, [www.bryanlockett.com](http://www.bryanlockett.com).

## Avon Mountain book named Grand Prize Winner of 2010 New England Book Festival

BOSTON (December 28, 2010) – The 2010 New England Book Festival has named Mark Robinson's *Smoke, Fire and Angels: Tragedy on Avon Mountain and the Life-Changing Aftermath* the grand prize winner of its annual competition honoring the best books of the holiday season. This



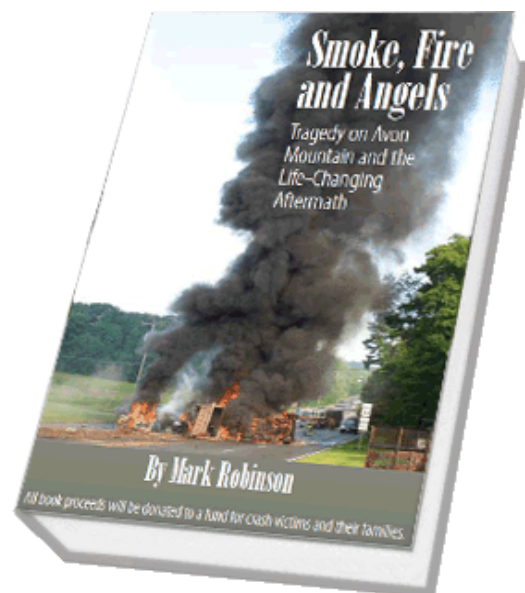
gripping story of a "perfect-storm" accident, as told from the perspectives of various participants, the book is a human drama that shows how tiny details added up to a tragedy that claimed four lives and caused 19 serious injuries. Author Robinson, himself injured in the accident, has a keen eye for reporting the details of a series of choices that resulted in the disaster. His skill at story-telling and his unique method of relating what happened impressed the festival judges and won him the top prize of the competition. The winners, runner-ups and honorable mentions will be honored at a ceremony to be held Saturday, January 15, 2011 at the Omni Parker House Hotel in Boston.

Writers submitted their entries into any one of 15 New England Book Festival categories, including poetry, business, biography/autobiography, children's books, general fiction, spiritual, general non-fiction, young adult and science fiction. Mr. Robinson was also named winner of the non-fiction category.

The New England Book Festival has attracted a strong field of writers, including Pat Conroy, author of novels such as *The Prince of Tides* and *The Great Santini*. Mr. Conroy was named runner-up in this year's biography/autobiography category for his most recent book, *My Reading Life*. The late Senator Edward M. Kennedy was honored in the 2009 New England Book Festival for his memoir, *True Compass*.

<http://newenglandbookfestival.com/winners2010.html>

[www.smokefireandangels.com](http://www.smokefireandangels.com)



## How to Monetize “Free”

by Penny Sansevieri

These days, everyone talks about free content. “Give it away!” they say, but does this really work? Well, yes and no. As with anything, there has to be a strategy.

Recently I was on my morning run through our neighborhood and I noticed a number of garage-sale signs (that’s tag sale for those of you back East). One of the signs had a sign beneath it that read: We have free stuff!

As I ran though the neighborhood, I passed that house and noticed they put

all their free stuff in the “Free zone” and, already, even at that early hour, hoards of people were migrating there.

I passed the other garage sales, which were doing okay, but not great. Clearly the one with the free stuff pulled more people, but did it actually sell more paid merchandise? Yes.

I checked in with the sale after my run to find most of the good stuff gone (note to self: shop first, exercise later). When I talked to the homeowners, they said that the free stuff went fast, but as I noted

each time I passed by, it wasn’t junk stuff, it was actually good enough to make the garage sale shopper feel like they got a real deal. If it’s junk and it’s free, it doesn’t really matter.

What’s the lesson here? Free stuff can help you sell more of the paid merchandise, but you have to be careful, because some people just want freebies and that’s fine. But they aren’t your customers. Here are some tips to help you maximize the use of free:

1. Why free? The first question you should ask yourself is

why are you doing this? If you aren’t sure, free might not be right for you. Free content should be offered to help further your message, build a list and get new people into your marketing funnel. If your model isn’t set up this way, maybe it should be. If you aren’t interested in this kind of marketing model, then free probably isn’t your thing.

2. Define how free can help you: Figure out why you want to give stuff away. As I mentioned previously, getting

Continued on page 6

## The Best Time of Year to Query Agents

by Jeff Rivera

As any book-publishing professional will tell you, now is the time when the industry goes on hiatus. But guess what? This is one of the best times of the year to pitch agents. Why? Because agents may slow down during the hiatus period but they cannot help sneaking a peek at their email.

I know because I deal with literally hundreds of literary agencies every year.

They’re constantly searching for the next hot thing to represent. And if it’s sent to them now, they will have enough time to spit polish it before the industry starts back up again in January.

What’s so special about January? Editors come back from the holidays with a fresh new perspective. They’re also loaded up with their expense accounts all over again so they’ll be ready to rock n’ roll when they use those accounts to lunch with your new agent.

Expense accounts are often on a “use it or lose it” basis. If the editors didn’t use all their “lunch money” last year, they’ll receive even less this year. It’s also around the time when editors and editorial directors have set or are about to set their editorial schedules. So, what

better time to submit to agents!

If you have something solid and ready, get your query letter together. And it better be good, because you only have one shot with these agents. What are agents looking for right now more than ever?

1) Middle Grade – If you’ve written the next *Diary of a Wimpy Kid*, especially a funny book for boys, now’s the time to pitch it.

2) Young-Adult Fiction – Hot, Hot, Hot! If you have a YA book, nothing’s hotter in the industry. It’s the one genre that has not dipped in sales tremendously. In fact, agencies are adding more agents to their rosters, specifically looking for this genre. More agents means more opportunities for you.

3) Graphic novels – If you’re an author who has had a difficult time selling your novel, think about adapting it as a graphic novel. The great thing is, you don’t have to be able to draw. Simply align yourself with a great artist. Create a 5-page sample of your work, a detailed summary and presto! That’s all you need. One hundred percent of the clients for whom we’ve done this have gotten agents.

4) Celebrity Memoirs – If you’ve got connections to celebrities, even D-List Reality TV-star celebrities, this is a sure bet. Submit a solid book proposal “co-

written” or ghost written by you and your hot celebrity and two things will happen: 1) The sun will rise tomorrow; and 2) An agent will request to read your proposal.

5) High Platform Nonfiction – If you have a huge opt-in mailing list, are the president of a large charity or organization, own your own PR firm or have strong media connections, now’s the time to write a book. Remember, if it’s nonfiction, you only need write a book proposal, not the entire manuscript. With a strong platform, you’ll have agents chasing after you, instead of the other way around. One hundred percent of the clients for whom we created book proposals have landed agents – and damn good ones – within a week or two.

Remember, you only have one shot with these agents. So, make sure your query letter is as solid as possible. To see an example of query letters that worked, visit: <http://www.HowtoWriteaQueryLetter.com>

Every one of the query letters we’ve ghost written has received a response from at least 10 top agents who have requested to read their manuscripts or proposals.

Reprinted from “Rick Frishman’s Sunday Tips” Subscribe at <http://www.rickfrishman.com> and receive Rick’s “Million Dollar Rolodex”

## Adele's Connections - Web Help for Writers

By Adele Annesi

Here are the latest must-have (must save as a favorite) online resources for writers of all genres.

**Absolute Write** provides essential resources, leads, market information and warnings for writers of all genres and levels. Most of the info is free – including the latest on e-publishing – and is updated weekly via the free e-newsletter. <http://absolutewrite.com/>

**Bibliomania** is a comprehensive research site with free online literature from more than 2,000 classic texts. Also available are study guides and teacher help. The site also provides reference books, dictionar-

ies, quotations, classic non-fiction, biographies and religious texts. <http://www.bibliomania.com/>

**C. Hope Clark's Funds for Writers** is the go-to site for grant information. It also specializes in paying contests, and the e-newsletters are available free or via paid subscription. There's also a WritingKid newsletter for young folks. <http://www.fundsforwriters.com/hope.htm>

**Fictionaut** is a vibrant literary community for short fiction and poetry. Part magazine and part community, the site seeks new voices and allows writers to share their work, gain recognition and

connect with their audience and each other. <http://www.fictionaut.com/>

**The Poetry Editor** is a blog that takes queries on poetry for ongoing discussions. You may contact poet and poetry editor Mary Saylor directly to suggest a blog post topic. <http://www.thepoetryeditor.com/>

**Red Room** is a comprehensive author website that provides a high-visibility home for writers and authors of all genres, with free hosting and lots of ways to promote your work at no cost. <http://www.redroom.com/>

If you'd like to share a trusted site, or would like to do a guest post on your writing project for the award-



winning Word for Words blog, contact me at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).

### *Adele*

*Word for Words, LLC  
CAPA Authors, 203.894.1908*

*Press Pause Essays by Women  
Writers*

*Art of Editing Workshop and  
Word for Words blog*

## Schedule of Upcoming Meetings

### CAPA-SE MEETINGS:

Jan. 18 LaGrua Center, Stonington  
Feb. 15 LaGrua Center, Stonington  
March through June: Groton Public Library, Groton, CT

### CAPA CENTRAL MEETINGS:

Jan. 15 **Kristan Higgins** Best selling Romance Writer \* This meeting will be held at Avon Middle School in the Cafeteria.  
Feb. 19 TBA  
Mar. 19 Annual CAPA Dinner and Awards Night  
Apr. 19 Adele Annesi and Garrett Miller

### CAPA SOUTHWEST MEETINGS:

January 10 TBA

## Notice

The CAPA  
Central Meeting

**January 15th**  
Will be held at:

**Avon Middle School**  
**In the Cafeteria**

**375 West Avon Road**  
**Avon, CT 06001**

## Authors Must Think Like Businessmen on Social Media Harvey Mackay



Perhaps the star of the social media show is Facebook, which added 100 million users in just nine months and now has more than 500 million users. Not bad for a company that began in a dorm room. If Facebook were a country, it would have the third-largest population behind only China and India. The fastest-growing segment of Facebook is women ages 55-65. (The jury is still out on how many of those women's children have accepted a "friend" request from their mothers.)

We no longer search for the news; the news finds us. More than 1.5 million pieces

of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook daily. In the near future we will no longer search for products and services. They will find us via social media.

One out of eight couples married in the United States last year met via social media.

Generations Y and Z – the youngest techies, born after 1995 – consider e-mail passé. In 2009, Boston College stopped distributing email addresses to incoming freshmen.

For those who prefer their communications in 140 characters or less, a Twitter account is a must. Ashton Kutcher and Ellen DeGeneres have more Twitter followers than the entire populations of Ireland, Norway and Panama. Approximately 80 percent of Twitter usage is on mobile devices people update anywhere and

anytime. The apps for Black Friday sales changed the way shoppers planned their retail strategy. On the downside, imagine what an unfavorable tweet means for bad customer experiences.

As a business person, I often wonder how we functioned before LinkedIn. One of the most remarkable employment statistics I discovered while researching my last book, *Use Your Head to Get Your Foot in the Door*, is that 80 percent of companies are using LinkedIn as their primary tool to find employees.

Remember the advertising slogan "What happens in Vegas stays in Vegas?" That's a little misleading, because it also stays on Twitter, Flickr, Facebook, My Space, YouTube or any other social media you use.

YouTube is the second-

largest search engine in the world. It contains 100 million videos and receives two billion viewers each day. Wikipedia has over 13 million articles. A whopping 70 percent of 18- to 34-year-olds have watched TV on the web, while only 33 percent have ever viewed a show on DVR or TiVo. And 25 percent have watched a video on their phones in the last month.

With a growing number of e-readers, 35 percent of book sales on Amazon are for the Kindle. Some publishers estimate that eBook sales will reach 50 percent in the next five years.

There are over 200 million blogs; and 54 percent of bloggers post content or tweet daily.

Without knowing who or

*continued on page 8*

## How to Monetize "Free"

*continued*

clear about your model will help determine whether a free product is even worth your time. If it is, then you need to figure out how it will help you.

As an example, we have a lot of free stuff on the Author Marketing Experts, Inc. site ([www.ameauthors.com](http://www.ameauthors.com)), but the free for us is designed to build trust. Distrust is rampant online and, in particular, in the book promotion and publishing industry. There are a lot of scams out there and so trust is important. Our free stuff builds our mailing list, yes, but it also builds trust.

3. Make sure it's really free: A lot of people have content that is purported to be

free when it's really not. What I mean is that you get a sliver of it – not even a piece really worth mentioning – but the stuff you want is something you have to pay for. If you want to do free, make it free. Find something of value and give it to your customers.

4. Make it something your end user wants: As I've mentioned a few times, make sure the free is something people want. If it isn't, you a) won't bring in the right crowd of people (you'll end up just getting the freebie hunters; and b) you won't build your mailing list as fast. So, for example, give your readers something really substantial – like an e-book or tips, or a workbook. Virtually any

electronic product is easy to create and deliver. When I changed our freebie on the Author Marketing Experts, Inc. website, we quadrupled our sign-ups. So, what was the freebie? *52 Ways to Sell More Books*. Now, as an author, isn't that appealing to you? Exactly my point.

So, what if you've written a fiction book? Well, consider this: 83% of Americans want to write a book... so, what if you gave them a free how-to guide? You don't even have to create this yourself; you could partner with someone who has already created this. If you don't like that idea, consider (for those of you in the historical-fiction market)

doing a did-you-know piece on the history you're referencing in your book. The idea here is to a) give value and b) give your readers something they'll care about.

Also, whenever possible, give your readers something they need to keep, so it will remind them of you and your book: tip sheets, workbooks, reference charts. All of these things are pieces that your consumer may keep, which can keep you top of mind.

*Note: Continued next month. Reprinted from "The Book Marketing Expert Newsletter," a free eZine offering book promotion and publicity tips and techniques. <http://www.amarketingexpert.com>*

## Brag Board

**Peter J. Malia** sent a brag from The Connecticut Press: “Our latest book *Flying Horses: The Golden Age of American Carousel Art, 1870-1930* (Monroe, CT: The Connecticut Press, 2010 200 pages, 250+ color photos and illustrations, index, ISBN: 978-0-9825468-2-6) earned Honorable Mention in Photography & Art at the recent 2010 New England Book Festival held in Boston. The Limited, Signed & Numbered Collector’s Edition was recently published to commemorate the 20th anniversary of The New England Carousel Museum in Bristol and its world-class collection of carousel figures.” For more information on this first annotated national history of a unique art form is available at <http://www.connecticutpress.com>

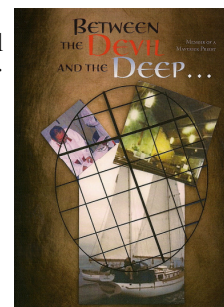


*Between the Devil and the Deep...: Memoir of a Maverick Priest*, By **Ames K. Swartsfager**, Xlibris Publishing Co., 2009, 283 pages, 16 photographs. Ames wants to escape from inter-

city gang life in the Mission District of San Francisco, which challenges his physical, emotional and spiritual life. Attempting to break out of the gang-related activities in which he is involved; he has to rely on his inner strength. His journey takes him through dangers in gang fights, into the back streets of Hong Kong, to the city room of a newspaper where a deranged reporter wants to kill him, to missionary in Central America, to prison chaplain and to storms at sea.

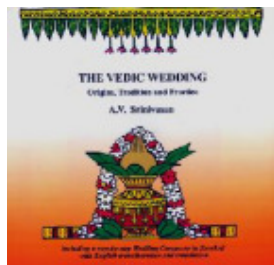
Shadowing his life is the feeling he will slip back to being as evil as he was in the street gang. In the church, he has a reputation as a “maverick.” His path to escape his problems is the sea and sailing to far distant lands. Myasthenia Gravis, a neuromuscular disease, debilitates Ames. Suddenly he loses his ability to preach, to sail, to sing. Now what does God have in store for him?

Those who are interested in real-life adventures, in mission work, prison ministry or sailing will find this book entertaining and exciting. Many will find hope for making their own escape from the ghettos of their lives. They also – like the author – may escape. The paperback book is \$20.00 plus \$3.50 for shipping. The hard back, ISBN # 978-1-4415-5583-0, is \$30.00 plus \$3.50 shipping. When ordered by check from author ([ames11111@aol.com](mailto:ames11111@aol.com) Subject: Butterfly Creations), he will personally autograph your copy. You may also order these books from Amazon.com, Barnes and Noble.com, or Xlibris.com.



*The Cruising Definition* is a songbook by **Judy and Ames Swartsfager**, now on sale. Other songs included are *The Cruising Definition, Aran Sweater, Aground, A Walking Tour of Hardware Stores, Aroaming, The Ditch, Handsome Sailor, Homecoming, Twenty Strong Fishermen* and *Humphrey the Whale*. *Aground* and ten other songs describe the cruising life of offshore sailing. Written by Judy and Ames Swartsfager (with some music by Wm. Heuer) and published by Butterfly Creations, we invite you to join in the fun. The book contains the music, chords and words of all the songs. You may sing along with the Bitter End on the CD that you may purchase with the book. *The Cruising Definition*, ISBN #978-0-9827580-0-7, with CD is \$35.00 plus \$3.50 shipping. If you just want the book, it is \$20.00 plus \$3.50 shipping. The CD alone is \$15.00 retail, plus 2.50 shipping. The book/CD may be purchased from the author with autograph by sending a check to BUTTERFLY CREATIONS, 41 Whitman Drive, Granby, CT 06035. E-mail: [ames11111@aol.com](mailto:ames11111@aol.com) (Subject: Butterfly Creations)

**Peggy Gaffney** announces that, with the release of *The Crafty Llama and Alpaca Knits*, she has now published a total of ten books in five years. Kanine Knits Books has built an active international reputation with constant sales on four continents. By widening her knitting book subjects to a world beyond purebred dogs, she has gathered a larger following, developed new opportunities to teach and speak and accessed markets she would not have thought of when she began. Peggy will also be traveling again to New York City this month for another meeting with Martha Stewart and to take part in a series of marketing workshops sponsored by **Martha Stewart Living Omnimedia**. She will join her fellow members of **Dreamers into Doers** for three days of learning, sharing, bonding and will get to attend the Martha Stewart Show with her friends as well.



**Dr. Sheenu Srinivasan** is pleased to tell you that he just signed a book contract with Wiley for the title: *Hinduism for Dummies*. Also the White River Press just published the revised edition of his hard cover book *The Vedic Wedding* with a new title: *Hindu Wedding: The Guide*.



## The ABCs of the Editing Process: Banishing Words from Usage

By Roberta Buland

A *Hartford Courant* article on New Year's Day, 2011, was headlined, "'Viral' is word we got sick of most." Every year, Sault Ste. Marie College in Michigan releases its list of "banished words," words and terms so "overused, misused and hackneyed" that the school believes they should be banished from our language. I have also developed pet words and phrases that I am tired of seeing on the printed page because, frankly, they bore me. And, I tell writers for whom I am editing that if they bore me, most likely they bore others, too. Among the words that quickly come to mind are "amazing," "the power of," "here and now" or "at this point in time." For the last two, how about using the simple word, "now" for either of them? Speaking of which, it is usually best to use a simple or short word rather than try to show by writing large or complicated words that not only take more time to read, but also may not be known to your

readers.

"Viral" tops the college's list. It is not only a hackneyed word; it is almost also a dangerous concept. It describes "the rapid spreading of videos or other content via the Internet." The person who nominated it wrote, "This linguistic disease of a term must be quarantined." I like the word "quarantined" because it brings to mind total separation from something undesirable – and I am sure you can think of many things you might like to have "quarantined" out of your life, in addition to illnesses, that is. I leave that to your imagination and urge you to share them with me.

Two runners-up to quarantined are "epic" and "fail," "often paired to describe a blunder of monumental proportions." When I make a blunder, it may or may not be of monumental proportions, but if you make one, it is more likely to be considered of epic proportions, at least, to me! So, writers, please be more creative in your word choice(s).

Other words the authors would like to see put into the

linguistic trashcan are clichés, those words or phrases that have been so overused, you might like to take a nap if you see them one more time. Among them are: "wow factor," "aha moment" and "BFF" (best friends forever). If someone is your best friend forever, use the words. Why demote it to an acronym? In fact, should someone so important to you ever be demoted in any way?

No subject is exempt from the list. A political phrase used by certain people I do not wish to name (yes, I am intentionally demeaning them!) is: "man up," which reminds me of the song, "Why Can't a Woman be More Like a Man?" Do women really want to be more like men? And, the reverse of asking a man to "man up" seems to be demeaning also.

The list has become such a popular annual event that it receives more than 1,000 candidates or nominees annually. If you'd like to contribute, check out its Web site: [Issu.edu/](http://Issu.edu/) banished.

And one more pet peeve of



mine is changing nouns to verbs, like making "Facebook" and "Google" into verbs. They are on the list also.

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## Authors Must Think Like Businessmen on Social Media

*continued*

what organization is actually behind the blog, here are some facts to consider:

34% of bloggers post opinions about products or brands.

78% of consumers trust peer recommendations.

Only 14% of consumers trust advertising.

Perhaps the most astonishing fact of all is that social media have overtaken porn as the number-one activity

on the web.

Successful companies in social media have learned the importance of listening first and selling second. Qualman says, "They act more like party planners, aggregators and content providers than traditional advertisers."

Social media represent a fundamental shift in the way we communicate. To stay current – and competitive – in business, don't be a "twit." Put on your best "face" and "link" into these tre-

mendous opportunities.

Mackay's Moral: If you want to have the world at your fingertips, brush up on your "social" skills.

Learn more about social media from Harvey at <http://www.harveymackay.com>

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