



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 19 Issue 7

July 2012

CAPA Central Picnic: Everyone is Invited!

Our July 21 meeting is our Annual Picnic. This is a great time to get together with other like-minded folks and share some delicious food. CAPA will provide sandwiches and drinks; attendees are asked to bring a favorite side dish or dessert. This is your time to shine with that 'special' recipe you've been meaning to try but which really only works well for large groups.

This is an excellent opportunity to spend time getting to know your fellow authors and marketers on a relaxed, informal basis.

Since there is no speaker scheduled for this meeting, you may network and enjoy leisurely conversations with other members and guests without feeling rushed.

Bring along your friends and family; uncles and cousins are welcome... but leave the ants at home. And don't forget to bring your appetites, because the CAPA Annual Picnic is definitely the place to be on July 21st at 10:30 a.m.

Meet A Member : Dick Barbieri by David Garnes

"... Angie awoke to the warm, tropical sunlight shining through the open window and the sound of the surf in the distance..."

So begins Richard (Dick) Barbieri's novel, *The Edge*. Lest you think you're embarking on a romantic Caribbean idyll, however, let me assure you this book is a page-turning mystery with many twists and surprises.

Although Dick has dabbled in short stories, poems, and songs, *The Edge* is his first published novel. After a career in the food-service industry and sales, Dick retired six years ago. It was then he had the time to start putting his story ideas in writing.

He says, "I wrote the draft for



The Edge and let my daughter's book club review it. They loved the novel and encouraged me to have it published."

Dick opted to publish through

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Roberta Buland
George Foster
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Lenora Sumsky
Dan Uitti

Cover Design Strategies — George Foster

(George Foster has designed the covers for more than a thousand books and is contributing author to *1001 Ways to Market Your Books*. Contact him at www.fostercovers.com)

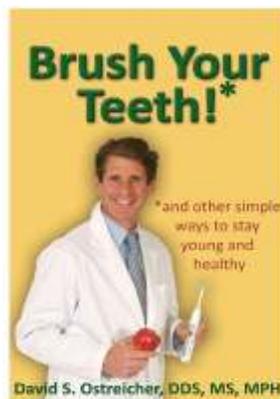
BEFORE: The book is a guide to habits that help you maintain health and live longer but this looks like a brochure in your dentist's office. The author looks great, but the white coat and toothbrush are too literal when combined with the title. Did I mention the background color evokes dingy teeth? This impairs the book's meaning – and appeal.

AFTER: The overall color scheme is fresh and clean. The book's promise ("Stay Young") is now emphasized in bold red type, centered and framed by a bright sunflower. Notice the flower, toward the center, starts to glow like the sun. This increases its energy.

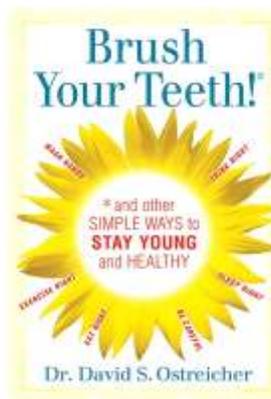
Viewers respond more positively without knowing exactly why. This is the power of metaphor.

Further, the flower's petals ex-

ceed the border, increasing the feeling of depth and moving the image closer to you. This kinetic quality is appropriate here.



Original cover



George Foster cover

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.

Send submissions for the **Meet A Member** column to Carol Healy at 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

Speaker Review: By Joyce Boncal Jennifer Fusco Imparted Her Marketing Knowledge at CAPA's June Meeting

Aside from being an entertaining speaker, Jennifer Fusco showed attendees at the June CAPA meeting a detailed "how-to" PowerPoint presentation of how authors may most effectively market their books.

As author of *An Author's Guide to Marketing*, she covered the salient points from her book, including:

1. marketing to your personality type – introvert vs. extrovert
2. the importance of blogging thirty days before and thirty days after the release of your book
3. why having a website is important – it must serve a purpose, be meaningful, and be well executed.

She also told the group how important it is to define your target audience and to write a positioning statement.

For those of you who are highly organized and have a well-defined publishing time line, Jennifer had a schedule detailing what should be done six, five, four and three months before the release of your book. For example: Five months before, design your promotional items; four months before publication, organize a mailing list consisting of your target audience, organize a street team of crazy friends and put together a press kit.

Your press kit should contain:

- ◆ a long and short bio
- ◆ photo
- ◆ cover flat
- ◆ business card
- ◆ sell sheet
- ◆ endorsements
- ◆ reviews

- ◆ press releases
- ◆ themed items

Jennifer also mentioned the role social media can play, especially Facebook, when marketing a book and why Facebook ads can be very effective. She said doing "cost per click" advertising may be used for those on a tight marketing budget.

She also mentioned Twitter as a method to "join in on conversations" that cover your book topic.

Jennifer stressed that as an author, you aren't just selling a book. You must also promote yourself, sell upcoming books, readings and events. She did *all* of that at the CAPA meeting.

Advice for Performing Successfully on TV and Radio Shows

One author never understood why he didn't get more than three minutes on an interview and never sold any books. I said, "You're boring. Boring, boring, boring. And if you don't pay any attention to that, you aren't going to sell any more books. You asked me for my opinion, you're boring."

— Brad Hurtado

Brad Hurtado is a former producer of *Donahue*, *Maury Povich* and *The Charlie Rose Show*.

Nice Handwriting is Important By Jason Alster



Nice handwriting is important. Not just for schoolchildren, but for authors too. Yes, neatness counts!

Most people think a love letter is better appreciated when handwritten. So if your handwriting is not up to par, your love life – as well as your self esteem – can be...

So, what can affect better handwriting? A handwriting tutor might ask if your hand gets tired or sweaty when writing. Do you lose your place while writing or write too slowly to keep notes during a lecture? Do you need better handwriting to pass an essay exam, or not lose points when solving arithmetic equations? Did you know certain jobs require legible handwriting to avoid misunderstood instructions and accidents?

And as an author, did you know other authors of old had their handwriting analyzed and critiqued? In an article from the Kilmore Free Press in 1909 entitled, "Famous Authors and Their Hand Writing," scholars studied handwriting as a way into the workings of creative authors. Longfellow was loved by printers for his clear handwriting while Thackeray's writing was neat but was extremely small. Sir Walter Scott was concluded to have easy-to-read handwriting but lacked individuality. Byron's handwriting was a "scrawl" and Dickens' handwriting was "minute." Charlotte and Branwell Brontë wrote many of

What to Do Before 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 the first of a two-part series, Brian Jud created a checklist to give you ideas for things you can do before your book is published.

Next month he will describe what to do after your launch. This is not meant to be an all-inclusive or exact time line, but a general guide to help you publish successfully.

Marketing Action # of Weeks Before Publication Date

Join CAPA and IBPA	52
Define your target readers	36
Segment your target markets	36
Purchase your domain name	36
Complete your website	36
Copyright your manuscript (www.loc.gov)	26
Social networking	26
Develop a business plan	26
Calculate a budget	26
Create your blog	26
Decide on title	20
Decide on format – printed book, ebook	20
Contact book clubs	20
Contact catalogs	20
Get celebrity endorsements	20
Prepare a positioning statement	16
Manuscript to editor	16
Create a trailer for your website	16
Arrange for cover design	16
Arrange for text layout	16
Request for quotation to printers	16
Join Toastmasters	16
Contact syndicated columnists	16
Contact magazines with long lead-times	12
Plan exhibits (www.biztradeshows.com)	12
Obtain ISBN	12
Send for Library of Congress Cat. Number	12
Prepare sales promotional items	12
Find special marketing periods	12

Write rear cover copy	12
Finalize Advance Reading Copies (ARCs)	12
Submit ABI forms to R. R. Bowker	12
Develop a list of publications/reviewers	12
Develop a list of award competitions	12
Prepare and send media releases	12
Develop your brochure and literature	12
Prepare a press kit and one-sheet	12
Plan co-op with other CAPA members	12
Plan to work chat rooms, discussion groups	12
Advance Reading Copies to reviewers	12
Prepare prepublication announcement ads	10
Place pre-publication ads	10
Investigate sale of subsidiary rights	10
Create or purchase an opt-in mailing list	10
Find potential buyers in non-bookstore markets	*
Prioritize your prospects	8
Send announcement to key buyers	8
Develop affiliate-marketing relationships	8
Establish links to/from your website	8
Prepare business cards, bookmarks, letterhead	8
Create a package to send to distributors	*
Contact distributors (for each niche)	8
Contact major television and radio shows	8
Send press kits to interested shows	8
Contact associations (www.weddles.com)	8
Create a telephone script	8
Phone call follow-up media	*
Plan author tour, store events, etc	8
Obtain bar code	8
Final changes to printer	8
Convert content to electronic version	8
Contact chain and independent bookstores	8
Send targeted mailing to retailers	8
Follow-up larger wholesalers with mailing	6
Mail brochures/ flyers to smaller wholesalers	6
Mail brochures/flyers to prospective buyers	6
Phone follow-up to all prospective customers	6
Create a fan club on Facebook or other site	6
Plan a mobile marketing campaign	6
Plan and conduct virtual tours	6
Contact magazines about for excerpts	4
Contact magazines about serial rights	4
Market on www.goodreads, www.shelfari.com	*
Prepare and send metadata to online retail sites	4
Your book is published	

* Ongoing activity

Next month, *The Authority* will list marketing activities to perform after your book is published

The ABCs of the Editing Process: *Can You Overcome Writer's Block?* By Roberta Buland



Okay, it happened. I experienced writer's block when I sat down to write my column this month. I attributed it to summer, which to me, is equated to laziness. But, as your folks probably taught you, laziness is no excuse for anything. So, when a deadline looms, writer's block is no excuse, according to any editor or publisher's feet you grovel at. I didn't ask Brian for an extension because I know better. I used to edit *The Authority*. It's akin to "the show must go on," even if you have a communicable disease or can't get out of bed. What was I to do?

I thought of asking a relative what to write about, but what do relatives know? Furthermore, most of mine aren't writers, or even belong to the general category of artists. What about friends? I tried, but the typical answer was, "You'll think of something. You always do!" They all know I've never missed a deadline, so they could have been right. But, the page stared back at me from the computer — blank!

Check out the Internet

Then it hit me. The source of everything these days is not any of the above. It's the computer! So, I

typed "Writer's Block" into the search engine. If you've ever looked for an answer on the Internet you know you can be bombarded with material, whether you want it all or not.

Articles came up with intriguing titles such as: "How to Cure Writer's Block - Eleven Tips – EzineArticles," "How to Cure Writer's Block and Never Stop Being Productive" and "How to Cure Writers Block - Yahoo! Voices."

The last title intrigued me — perhaps there are paranormal voices that might cure me?

"This article is about preventing and curing writer's block," it explained and then continued, "One of the most common ways to cure writer's block is to relax, maybe read a book or take a walk around your neighborhood. Doing either of these tricks will allow your mind to unwind and focus on new things that can open your mind to new ideas."

Have you ever imagined that reading a book or taking a walk is a "trick?" This is what happens to an editor — no matter what I read, I edit! But, "trick" did get me thinking outside the box. I realized I had to go do something out of the ordinary.

What Works For You

You might take extraordinary measures to cure your own writer's block, or you may do something that takes your mind off the assignment, such as meditating or having a cocktail, or whatever it takes to relax. Stress is definitely *not* a cure for writer's block! When your brain is refreshed, writer's block may vanish.

The point is, writer's block is not

incurable! Cures abound, and you don't have to spend money to find them. It's not as though you should go to a doctor and get a prescription. No, change the venue, the atmosphere, or even change the page — and a cure may occur. And, if all else fails, search "writer's block" on the Internet. By the time you read all the sources, you'll have more ideas than you know what to do with. So, start a file in your computer to store them — for the next time you have the illness. Meanwhile, happy writing. If you don't write, I don't work — not a good combination.

Questions or comments about any aspect of editing, writing and publishing? Email Roberta Buland at: 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.

Book-Marketing Tips

Know your buyers and your message. Sending the right message to the wrong target market will have little impact on sales. Similarly, communicating the wrong message to the right audience will increase sales minimally. Communicate the right message to the right audience and you should sell more books.

Stop selling your books. Sell what the content of your book does for the readers — the benefits to them.

Schedule of Upcoming Meetings



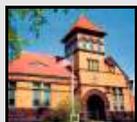
CAPA-SOUTHEAST

Locations: Groton Public Library 6:30 pm (Tom Santos, santostom@comcast.net)
 Aug 20: Summer Outdoor Meeting (Location TBA)
 Sep 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 Anne Kelleher - *Writing Coach*
 Sep 15 Gina Panettieri — How to write a query letter



CAPA SOUTHWEST

Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Riley, sriles40@aol.com)
 Aug 13 **Speaker:** To be announced
 Sep 10 **Speaker:** To be announced



CAPA BOOK-NETWORKING MEETINGS

Location: Wethersfield Public Library, 6:00—8:00 pm (Jason Alster, jasonalster@gmail.com)
 July 31 Presenters are D'vorah Lansky, Dick Margulis and Wayne English

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their stories of Angria on tiny sheets of paper in nearly microscopic handwriting. That's funny, because some people mistake small handwriting with low self esteem.

Handwriting is a basic tool for the transfer of knowledge and must comply with acquired rules for comprehension. It is a learned skill and, in my experience, practice does not make perfect. Poor handwriting must be corrected, or taught by trained professionals, from scratch. Yet, in the digital age, there is growing controversy about the importance of teaching handwriting skills in school. A host of issues related to messy handwriting act as a window to underlying educational, developmental and health factors with consequences of poor handwriting on early literacy and academic performance. Coincidentally, with it now considered a vanishing art, improvements in our understanding of instructing proper handwriting have increased. Research now shows handwriting is important in the development of our brains, motor skills and understanding of language and is critical to the production of creative and well-written compositions. Poor handwriting can negatively impact others' evaluation of material. Brain scan studies of students while writing or typing have shown handwriting improves neural processing in the visual system.

Being bilingual, I had poor handwriting in English which is written from left to right, but had nice Hebrew handwriting, which is written from right to left. I always wondered why that was so and could not improve my own handwriting until after age 40. Was one language acting as an impediment for the other? Poor

handwriting was not without its consequences. In my first college class in English composition, the professor handed back our handwritten essays and held up one paper in particular to the class for comment. He said, "This guy looks like he spilled ink on the paper and a chicken walked all over it." Then he handed the paper to me. I never was so embarrassed – and I was clueless as to how to improve. It would be another 10 years before the blessed word processor would save me.

It was not until I became an artist that I learned to improve my handwriting, when I developed what is known as an "artistic mode of seeing." Artists pay attention to negative spaces. Negative spaces also exist in letters like A, B and D, etc. Further, I learned how to self critique my art, and thus my handwriting. Also, working with ADHD students as a biofeedback practitioner, I could improve handwriting in ADHD with relaxed concentration exercises. With the art and stress-reduction techniques combined, all the pieces came together and my handwriting improved. Hoping to share this successful technique, I produced a video with the idea that handwriting is not a dying art; rather, it *is* art. The video covers ergonomics of sitting properly, seated yoga relaxation, learning to focus, pencil grip, learning to see negative spaces and shapes, drawing straight lines, learning to test your pencil grip, self critique of mistakes, writing faster and slower. In addition to the video, I offer private lessons. One thing my experience has shown me, anyone can indeed improve their handwriting.

Contact Jason at jasonalster@gmail.com. <https://sites.google.com/site/improvemessyhandwriting/>

Dick Barbieri Continued from p. 1

iUniverse, and now his book is available via both Amazon and Barnes & Noble.

I'll let Dick describe more about *The Edge*: "It's the story of four UConn grads who stay friends but get involved in a web of murder and extortion. The story begins and ends in the Caribbean and has been described as an international thriller."

By the way, CAPA member Roberta Buland edited the novel.

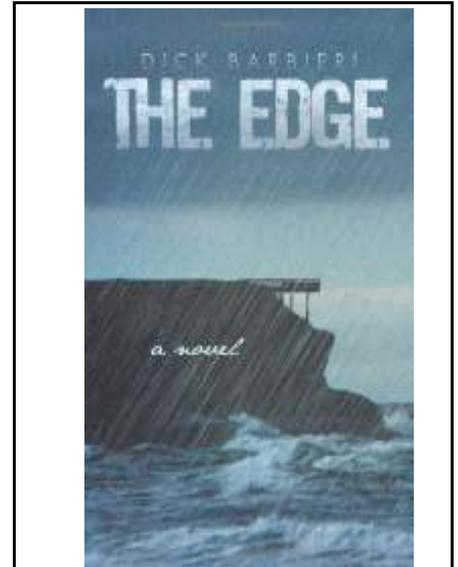
Barbieri is a lifelong Connecticut resident, born in New Haven and raised in Wallingford. After Holy Trinity Elementary and Lyman Hall High School (any other CAPA alums out there?), Dick was accepted at the University of Connecticut, graduating in 1963 with a B.S. in marketing. He lives with his wife Rae in Wallingford.

Dick is presently semi-retired,

working part-time as a bartender and DJ. Readers of *The Edge* will be happy to learn that he is immersed in the writing of another novel, also in the mystery/thriller genre.

A fairly new CAPA member, Dick particularly enjoys conversations with other members. "I've met many fellow writers," he says, "who share the same experiences and frustrations that I have had as a first-time author." He's hoping to spread the word about his book, both within our community and to a larger market.

If you haven't met up with Dick at a CAPA meeting, he'd like to share and learn more. He has spoken at various venues and held several book signing events, but my own experience has shown we can always pick up great tips



from other innovative, creative and busy members. Marketing advice, anyone?

Dick Barbieri's *The Edge* is available in both print and electronic versions. Check out the Amazon and Barnes and Noble sites for more information and a tantalizing preview.

Celebrating Success

CAPA author Joe Vojt recently published the first of four science-fiction novels, the *Enduring Prophecy 1880*. Other books will be set in the coming years, 1950, 1990 and end in 2030. This Kindle Edition eBook starts the processes. Note: Nothing existed in the earth population's minds that would make them believe any other life form existed. Maybe it was a false vision within our modern times. Or did it really exist? Mankind would only embrace, what was visible, because earth would only tolerate the visual images of life. Every day that passes in this sun baked earth you wonder about cosmic dreams that could have cultivated strong ties with the mineral outcasts of the earth sedimentary soil.



Last month at the Connecticut Society for Professional Journalism Annual Awards dinner, Lenora Sumsky received the first place award for photography in the 2011 SPJ Excellence In Journalism Contest. The winning photograph was among several published in an online gallery on the *Catholic Transcript Newspaper* website. The project was called, Our Lady of Guadalupe 2011. In the same contest, an article that Lenora wrote for the *Catholic Transcript* newspaper was a finalist in a category called Reporting, Feature; Regional Non-Daily.

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

July

28-29 Thirty-Ninth Mystic CT Summer Show
(<http://www.meettheartistsandartisans.com>)

August (http://www.ctfairs.org/fair_map.aspx for info)

10-12 Lebanon Country Fair
17-19 Bridgewater Country Fair
17-19 Wolcott Country Fair
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)
6-9 North Haven Fair (www.ctfairs.org/fair_map.aspx)
6-10 Hebron Harvest Fair (www.ctfairs.org/fair_map.aspx)
7-9 Bethlehem Fair (www.ctfairs.org/fair_map.aspx)

14-30: The Big E (Contact Deb/ Mike Kilday at washigon@aol.com for an application)

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	http://tinyurl.com/cnedunn
Festival Network Online	http://festivalnet.com/
The Crafts Fair Online	http://www.craftsfaironline.com/
Craft and Hobby Association	https://www.craftandhobby.org/

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 now by emailing Nan@neba.org. 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>