



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for Writing, Publishing & Marketing Information

Volume 17 Issue 6

June 2010

## SPECIAL SALES WISDOM FOR INCREASED BOOK SALES

By Jo Ann Deck

At the May 15 monthly meeting, CAPA founder Brian Jud, bestselling author of *How to Make Real Money Selling Books (Without Worrying about Returns): A Complete Guide to the Book Publishers' World of Special Sales*, inspired members with dozens of new ways to sell books within the vast non-bookstore special sales market.

He advised, "If you stop selling your book, you'll sell more." Jud explained this paradox: People don't buy your book. They buy your information.

How can you take that information and hit differ-

ent targets? The key is to understand who needs the information and how your content can be repositioned for new markets.

He shared his own experience with his self-published *Job Search 101* by selling the same information as a booklet to colleges, in a lay-flat edition for employment specialists, in Spanish to the Hispanic market, and to prison libraries, to the military, and as a video.

Whatever the content, Jud offered dozens of suggestions on how to resell to many markets. For the non-bookstore buyer, the key is to recognize that different



groups buy for different reasons. Find groups where people can use your content.

He analyzed the special sales potential for *Steel: A*

*Continued on page 4*

## Meet A Member - Jo Ann Deck by Artie Soja



We know we are about to meet a unique member of CAPA when she reminds us how lucky we are here in New England, where rainfall is plentiful and water wars are non-existent. Jo Ann Deck has fairly recently returned to Connecticut from California after serving in positions such as vice president of Ten Speed Press, and publisher for Celestial Arts and Crossing Press, which are two alternative health, lifestyle and metaphysical imprints. A Connecticut native, born in New Haven, she first became interested in writing while in eighth grade after impressing a teacher with an essay. After describing the experience, Jo Ann raved glowingly, "I knew I was supposed to be a writer and was supposed to be involved with books. I worked as a freelance writer, an assistant magazine editor and did public relations for two state legislatures before I started working for Ten Speed Press."

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## Meetings

Southwest Division  
Shelton  
6-14-10 – 6:30 pm

Main Meeting  
Avon  
6-19-10 – 10:30 am

Southeast Division  
Groton  
6-21-10 – 6:30 pm

Check the CAPA website for details.

## Baking With Barb by Barbara Klein



Wouldn't you know it? Yet another dessert won most asked-for recipe this month — although the spicy sausage in salsa barbecue came in a close second. The recipe and directions for the Mexican Fruit Cake came from my daughter-in-law's grandmother, a gracious southern lady who lived in Lancaster, Texas. I have saved recipes for years and many of my cherished ones came from my dear Texas friends.

The first time I tasted this moist and fruity cake, I was so impressed that I asked for the recipe. Of course this generous lady kindly consented. What else would you

expect from someone who lives in the state that has posted traffic signs that read, "drive friendly"?

Written on a Post-it note, this easy-to-make cake has since become a favorite at our family get-togethers. You can whip it up faster than you can preheat the oven, using only the staples you have in your kitchen. Try it! Add a little rum to the batter for a bit of a punch.

### Mexican Fruit Cake

#### Ingredients:

2 cups sugar  
2 cups flour  
20-ounce can crushed pineapple with juices  
1 cup coarsely chopped walnuts  
1 teaspoon baking soda

#### Directions:

First, preheat the oven to 350° F. Then, spray a large oblong baking pan with cooking spray and sprinkle with flour. Combine the dry ingredients in a large mixing bowl, then add the entire can of pineapple and the chopped walnuts. Mix until no dry lumps remain. Pour the batter into the baking pan and bake for 45 minutes or until done.

#### Cream Cheese Icing

Melt 8 ounces of cream cheese and 1 stick of butter (no substitutes) on low heat



in a medium-size saucepan. Add 2 cups of powdered sugar and 1 teaspoon of vanilla. Mix until it is smooth. Pour over the cake while it is still hot. Cool completely before serving and store leftovers in the refrigerator. This makes quite a bit of icing. If you are not an icing person, you may want to reduce the quantity by a fourth.

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### Article Submission

*The Authority* welcomes articles written by CAPA members. Following are some guidelines for successful article submission.

Articles should be up to 400 words in length. If the article is longer, the editor reserves the right to edit it for space or divide it into sections to run in successive issues. All articles will be proofread and edited. Submit your article single spaced, with no built-in formatting.

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

Please submit articles for consideration to editor Peggy Gaffney via email: gaffney@kanineknits.com

**Meet A Member** column information should be sent to Carol Healy at carolhealy@comcast.net.

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

**Meet A Member: Jo Ann Deck***continued from page 1*

Jo Ann's education yielded a degree in journalism and a minor in religion from Boston University. When she first arrived at Ten Speed Press, it was just a burgeoning publishing house, and Jo Ann seized the opportunity by taking on every challenge imaginable. Any task, large or small became her opportunity to shine, including answering the phone, applying checks, making collection calls, stuffing publicity mailings and mailing statements, until she eventually earned her keep in sales, then transitioning into acquisitions.

Twenty years of her career involved acquiring and selling books. As a special-sales manager for Ten Speed Press, her focus was on career

books and cookbooks.

Today, Jo Ann is a publisher for Gather Insight, which, according to its website, is "a place where you can gather tools to activate your creativity and assist in your personal evolution. We are a community of teachers constantly learning new things, and we want to join with those willing to learn and become our teachers."

She describes her role as "a literary agent and a publishing coach to help my clients reach new audiences."

Jo Ann believes every author has a message and her objective is to help those authors publish quality books and reach readers with that message. She also assists clients with their proposals

and manuscripts, while focusing on editorial content with the group healers at Gather Insight. While Jo Ann prefers to *read* fiction, her *writing* specialty is instructional material such as cookbooks, self help and alternative health. Some of her clients' recent projects dealt with healthy eating, how to end war and how to give a blessing. In her spare time, Jo Ann unwinds and puts the rigors of professional life on the back burner by cooking. In addition to abundance in our reservoirs, Jo Ann's return to Connecticut has reminded her of Connecticut's myriad intellectual riches. Her admiration and appreciation for those riches are undeni-

able. As she pointed out, "the local libraries are phenomenal. So many new beautiful libraries around the state and lovingly maintained old libraries." Statements like that may illustrate that she hasn't overlooked Connecticut's historical significance, but Jo Ann also reports that some of her peers take note as well.

As a closing thought, she testifies, "My California friends are envious."

A CAPA member only since January, Jo Ann cites the organization's diverse membership as one reason she is excited to join us. Maybe her California friends will envy her warm welcome into CAPA as well.

**Building Your Name Recognition With CAPA's Social Media**

Are you a household name?

No?

Are your books on the best-seller list?

No?

Do your fellow local authors know you?

No?

Well, what are you doing about it?

One easy way to get known is through social media. What is social media? It is a way to communicate online with people who have interests similar to yours.

You have probably heard of the most famous of these, such as Facebook or Twitter. However, they aren't the only social networks available for you as CAPA members. We have our own social network.

Visit <http://authorsandpublishersct.ning.com/main> to find our very own social network. When you join, you receive a page where you may upload a photo, information about yourself, your book(s), pictures of your book(s), blogs about you and more.

Why bother doing this? It's simple: Exposure. Here are a few things you can do on the CAPA social network that will help you market your book.

1. Blog – You are given a blog that all the members can see. By blog we mean you may discuss yourself and your book(s), display photos, brag and let everyone know what you are doing.
2. Events – You may post

every event in which you are taking part. Just fill out the form and every member is notified about what you are doing.

3. Photos – Post photos of your book covers, personal appearances and any other part of your authoring life you wish to share.
4. Video – If you have any YouTube videos of yourself speaking, book trailers or other related info, you may post these on the social network so your fellow authors can see you in action.
5. Friends – You may become friends with authors and other members with whom you may share interests.

These are some of the wonderful things you can do to get known by your fellow Connecticut authors. However, we have more for you.

Did you know CAPA also has a Facebook page? How do you get talked about there? Well, it works the same way. You sign up for a Facebook page by going to <http://www.facebook.com/>. As with the CAPA social network, you get your own page where you can add all these things to your page.

Since Facebook is international, information you post may potentially be accessed by people everywhere.

You may join the CAPA group and keep up with what

*Continued on page 8*

## CAPA's Peter Malia, Connecticut Historian, Earns Literary Award



Connecticut historian's book earns prestigious literary award

Glastonbury, CT – *Visible Saints*, by Monroe-based historian Peter J. Malia, has been awarded the Connecticut Society of Genealogists' prestigious 2010 Literary Award as best new resource on Connecticut genealogy.

The book, which provides an in-depth look into the first 150 years of the New Haven area, includes a wealth of information on New Haven's gradual drift away from its British identity to become a

uniquely American community.

By focusing on one town, *Visible Saints* is American history in microcosm, presented in a highly readable style that is reminiscent of the masterful Bruce Catton.

In accepting the award, Malia notes that it is gratifying to see his work recognized as both valuable history and compelling reading.

"Good history is not just about sound scholarship. It is also about good writing that engages readers in a story that is educational and entertaining," he says. "That is what I have tried to do, and I am honored to be the recipient of the 2010 Literay Award."

*Visible Saints* is published by The Connecticut Press and is available directly from the publisher.

The Connecticut Press, based in Monroe, is a specialty



publisher of American history, photography, fine & decorative arts and reference works.

To find *Visible Saints*, call (203) 268.6784 or go to [www.connecticutpress.com](http://www.connecticutpress.com).

*Visible Saints* is available in both cloth and paperback

editions (274 pp., 68 illustrations, annotated, genealogical appendix, bibliography, and index).

Cloth Edition: ISBN-13: 9780982546819

Paperback Edition: ISBN-13: 9780982546802.

## SPECIAL SALES WISDOM

*continued from page 1*



*Memoir*, a self-help and inspirational book about overcoming personal tragedy written by CAPA member Fay Taylor.

Special sales possibilities could include counselors, religious groups, rehab facilities and hospital gift

shops. For fiction, Jud also suggested thinking outside the box, such as cruise ships (be a speaker and talk about your topic), national parks and conventions; and for children's books, consider direct-sales companies such as BOOKS ARE FUN, local day-care centers and home-schooling groups.

His many helpful hints included targeting the distributor to hospital gift shops, military exchanges and regional airport stores. While warehouse and discount clubs might appear to be good ven-

ues, Jud suggests that authors not start there – these giant companies often require too large a capital outlay.

Corporations and associations are also a great non-retail special sales source, with an excerpt in an association publication acting as a free ad.

And don't forget the passion. "If you have the passion behind the book..." Find the passion, sell the content. That's the secret to the world of special sales.

## Summer Meetings on the Deck Begin for SECAPA



**Web Content and  
Social Networking Expert**

**Wayne English**

**Topic:  
“Writing for Your Web  
Site”**

**Monday, June 21, 2010 – 6:30 P.M.**

<http://www.wayneaenglish.com>

Meeting (as pot-luck social) will be held at the home of  
SECAPA Chairman Tom Santos,  
6 Frank Street, Pawcatuck, CT 06379.  
**RSVP at (860) 599-5067 or email at  
[santostom@comcast.net](mailto:santostom@comcast.net) for more information  
and/or directions.**

### **SECAPA MEETING SCHEDULE**

SECAPA Meetings for June, July and August will be held in picnic fashion on the deck of the home of Chairman Tom Santos. These are pot-luck meetings and a great time to network.

July 19 Brian Jud

Aug 15 TBA

MEETINGS THEN  
RESUME AT GROTON  
PUBLIC LIBRARY:

Sep 20 TB A, Groton Public  
Library

Oct 18 TB A, Groton Public  
Library

Nov 15 TB A, Groton Public  
Library

Dec 20 Christmas Party, will  
need a volunteer to chair this  
successful event.

## Download Free PDF that Showcases Samples of Winning News Releases

Brian Jud thought CAPA members might be interested in this free publication from his friend Paul J. Krupin. It's a free pdf file download that captures many years' worth of lessons learned creating publicity for creative people. It's also got numerous examples of successful news releases and interviews with more than a hundred media people on what it takes to be successful.

Please feel free to share this link with anyone who can use the education. <http://www.directcontactpr.com/files/files/TrashProof2010.pdf>

Enjoy!

*Paul J. Krupin, Direct Contact PR.  
Reach the Right Media in the Right  
Market with the Right Message*

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*Trash Proof News Releases free ebook at*

<http://www.smashwords.com/books/view/5921>

## **Trash Proof**

**THE DEFINITIVE  
GUIDE TO  
WRITING NEWS  
RELEASES THAT  
REALLY WORK**

## Antiquarian Bookman and News Librarian, Michael C. Dooling to Speak At SWCAPA Monday, June 14 – 6:30 p.m. at Plumb Memorial Library in Shelton



case involving a young woman... the details of which lay buried in old newspaper articles from more than 70 years ago. Her disappearance was eventually dismissed as a lost-in-the-woods case by police, ignoring information from several witnesses who saw her thumbing a ride.

Several years before Paula Welden disappeared, Katherine Hull was visiting her grandmother in Lebanon Springs, New York and decided to go for a walk. She was seen by at least three people hitchhiking along Route 22 but was never again seen alive. Seven years would pass before a group of hunters came face-to-face with her skull, perched in the crotch of a tree, off a lonely road outside Pittsfield, Massachusetts.

What happened to these three young women? Might their cases be related? Who could have perpetrated crimes against these – and perhaps other – hitchhikers along New England's border with New York State?

Dooling will also discuss *An Historical Account of Charles Island Milford, Connecticut*. Charles Island has fascinated many generations of Milford residents and visitors to the area. Legends regarding Captain Kidd's treasure, hearsay of a once thriving resort, and the remnants of a religious retreat house imbue them with dreams of riches and a curiosity about the past. Like the sparse, storm-shattered remains of the structures that once graced the island, only bits and pieces of its history

survive. Reliable information about Charles Island is strewn about here and there and the historical landscape is littered with misinformation, speculations and fictions.

In this work, the author has reconstructed the island's history from a wide variety of sources, including maps from the 17th to 19th centuries, town records, newspaper accounts & advertisements, 19th-century journals, personal recollections from visitors to the resort that thrived there, photographs from its days as a religious retreat and more. Combined, they offer a unique view of the island and a perspective that, until now, has been lost with time.

Periods in the island's history include:

- The days of the Sachem Ansantawae.
- Its likely discovery by Adriaen Block in 1614 (including a copy of his original hand-drawn map).
- The origins of the persistent Captain Kidd legend that has a basis in historical fact; Kidd is known to have visited Milford and to have buried part of his treasure along Long Island Sound.
- The first home built on the island in 1835 by John Harris.
- The large resort, known as Charles Island House and later as Ansantawae House in the 1850s and 1860s with steamboat service from New Haven and Bridgeport. Several illustrations from this period (including advertisements, one of the steamboats that serviced the island and the guestbook from 1856) illuminate this period in its

long and storied history.

- A religious retreat in the 1930s run by the Dominican fathers, a venture that got off to a sad start when six workmen at the retreat drowned while returning from the island.
- Its "almost" uses – over the years, Charles Island was considered for use as a summer home for a yacht club, an amusement park, a submarine-chaser base during World War I, a reformatory and a nuclear power plant.
- Its use as a backdrop for a surprising number of fictional stories – including two written by one of the owners of the island. Several of these stories are reprinted in this book, which marks the first time they've appeared in print in over a hundred years.

The history of Charles Island is fascinating and has been, for the most part, forgotten. *An Historical Account of Charles Island Milford, Connecticut* brings back to life the rich history of this island's past, using carefully researched text and nearly four dozen color, sepia and black & white images of woodcuts, maps, manuscripts, advertisements, portraits and photographs. This work is carefully documented and contains a complete list of references.

For more information about Michael Dooling, and to view a video about his newest book, visit him at [www.michaeldooling.com](http://www.michaeldooling.com).

Three young women – all last seen hitchhiking in parts of the Northeast some 70 years ago – mysteriously disappeared. Two of these disappearances are the oldest open cold cases in their respective states.

The still-unsolved cases form the basis of Michael Dooling's fascinating new book, *Clueless In New England*, which he will discuss June 14 at the Plumb Memorial Library in Shelton.

Paula Welden of Stamford, Connecticut, a student at Bennington College in Vermont, disappeared in 1946 after hitching a ride to walk a portion of the Long Trail. Although Welden's disappearance sparked the largest search in Vermont's history, she was never found.

Two states away, Connie Smith of Wyoming left a Lakeville, Connecticut summer camp in 1952 and was last seen with her thumb extended, trying to catch a ride to the village center. A nationwide search resulted in hundreds of leads, but not one solid clue as to what happened to her.

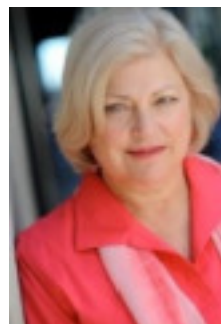
But there was another

## Brag Board

### *Replacement Child* Receives Book Award



Schlesinger Books has announced that *Replacement Child – A Memoir* by Connecticut author Judy L. Mandel, received a 2010 finalist award from National Indie Excellence Awards in the Memoir category.



Growing up, author Judy Mandel had always known her family survived a tragedy when a plane crashed into the family home and killed her sister. *Replacement Child* weaves the threads of her own story as the replacement child for her deceased sister, the grief her parents had to overcome and the struggles of her surviving disabled sister. Through awareness and understanding, Ms Mandel forges a path to recovery and forgiveness.

Recent reviewers of *Replacement Child – A Memoir* have said:

“Riveting... I couldn’t put this book down. Mandel’s memoir is as riveting and gut wrenching as any piece of thriller fiction I’ve ever read.” Wendy Thomas, *Bookpleasures*

“Replacement Child is a touching story any parent will relate to... a memoir that should not be overlooked by parents.” *Midwest Book Review*

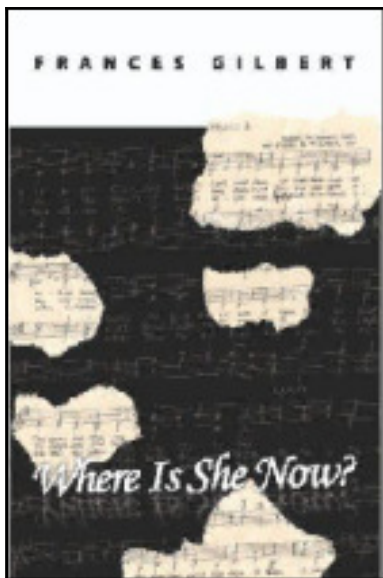
“A very powerful memoir... I definitely recommend picking this one up.” *Raging Bibliomania*

“This is a wonderful read... I did not want to put it down. This book really takes you on a journey of one person’s struggle to examine who they are and where they came from. I highly recommend this book.” *The Social Frog*

“This touching tale of healing and understanding explores the sometimes unconscious expectations of love...” *Hartford Magazine*

Ms Mandel signed copies of her book for booksellers at BookExpo America on May 26 and 27.  
Judy Mandel <http://www.replacementchild.com>

### *Where Is She Now?* Gets Great Review!



Nina Sankovich’s readallday.org website gave Frances Gilbert a wonderful review of *Where Is She Now?* In it, she proclaimed Frances one of her favorite authors and put her in a list with REAL names.

“I am so encouraged, it made me read my book again and yes, it is good! – although it is odd that when one is writing (or *this* one, anyway), there is no conscious effort to create all the allusions and symbolism that the readers find in the story. A friend of mine gave the book to an elderly English psychic; she was convinced that I had tapped in to a real past event and had channeled the voice and spirit of that former time. I could almost believe it; so much within, that the writer is not aware of at a conscious level, surfaces in the story.”



## ABCs of the Editing Process: “Show Me”

by Roberta Buland

Watching a live performance recently of the musical, “My Fair Lady,” I was struck by the lyrics of “Show Me,” sung by Eliza. In particular, the lyrics in the song, “Words! Words! Words!” hit me almost between the eyes. I often counsel authors that in their books the narrative should demonstrate respect and love for language. By writing narrative well, you establish yourself as an author who knows the rules. You refrain from writing run-on sentences or fragments, do not use trite or cliché phrases or slang, and “show” rather than “tell” your readers.

Since this is intended to be a column about editing, you might legitimately ask: Why is she discussing how to write? The answer: Based on my experience of editing hundreds of books, so many of them lack the passion, the “showing” rather than the “telling” of the story, whether fiction or non-fiction. So, as your editor, I am compelled to point this failing out to you, the author, so you will learn how to ex-

press yourself with passion.

This does not mean that the writing should be labored, wordy or uninteresting. Rather, it should be seamless and use appropriate adjectives and adverbs so your readers will be determined to continue reading to understand your message (non-fiction) or want to know what is going to happen next (fiction).

When we meet Eliza, she does not speak the Queen’s English; rather she drops her “h”s and mispronounces words. She is picked up by two well-educated Englishmen who vow to teach her how to speak and act like a lady within six months.

Eliza moves in with them and begins her lessons in earnest, sometimes working 16 or more hours daily. She is deprived of her favorite food, chocolate, if she doesn’t engage in the demanding schedule of “learning.” Eliza eventually does become the “lady” they envision.

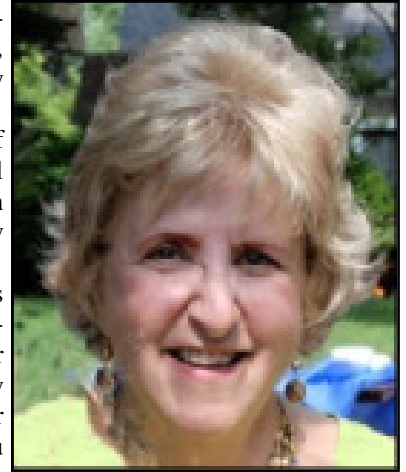
Freddy, a proper Englishman, who later woos her, stands outside her window and sings of love to her.

She sings her reply: “If you’re in love, show me! Tell me no dreams filled with desire. If you’re on fire, show me!”

“Show me” not only says that Eliza is looking for passion, but also describes better than any other words I know the need for passion in order for you to write well. If you are passionate about your novel’s subject, demonstrate it with words. If you like your non-fiction theme, don’t just say it, *show it!*

Eliza continues her rebellious streak: She sings, “Never do I ever want to hear another word. There isn’t one I haven’t heard. Here we are together in what ought to be a dream. Say one more word and I’ll scream! ... Show me now.”

In writing, the challenge is to use adjectives and adverbs to describe feelings and ideas – to show, rather than tell. If you don’t know how or need more coaching on “how to,” consider asking your editor for advice. Once you begin to



“show,” your writing will reflect your passion and your book will be that much more marketable and readable.

*“ABCs of the Editing Process” appears as an occasional column in “The Authority.” Roberta Buland is the owner-operator of RIGHT WORDS UNLIMITED in Avon.*

*Roberta is a past president of CAPA and an experienced editor who may be reached at [rjbland@comcast.net](mailto:rjbland@comcast.net) or 860-214-5367. She is always happy to answer questions about any aspect of editing and publishing.*

## Building Your Name *continued from p. 3*

other members are up to – and let them know what you are doing. This group is a great way to get known by people you might not see at the monthly meetings.

You may send messages to everyone who is a member of the group. You can also ask questions, solicit ideas, market your book, keep everyone up on what

you are doing and just be part of the action.

With all this to offer, what are you waiting for? Sign up!

