



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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Jennifer Fusco to Speak at the June CAPA Meeting Topic: An Author's Guide to Marketing

Jennifer Fusco is the Creative and Brand Manager for the General Electric Company, North America and the author of the Amazon.com bestselling series, *Market or Die*, marketing books for writers.

A two-time winner of the Advertising Excellence Award for 2010, Jennifer has launched successful national print and digital ad campaigns. Currently, she is a member of the (ANA) Association of National Advertisers and believes brand building is a key to professional success.

Due to the overwhelming response *Market or Die* received from writers, Ms Fusco launched a web-

site, newsletter and blog designed to educate writers of all genres.

In her "writing life," Jennifer is a member of RWA's PRO network and serves as the president of the Connecticut Romance Writers. She has completed two paranormal romance



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Meet A Member: Carol Healy by Louis Norton

Carol Healy's 23 years in Connecticut have all but erased the Long Island accent of her childhood. Now she resides in West Simsbury with her family and a possessive tortoiseshell cat that views her writing career as a poor excuse for inattention.

Although writing consumes part of Carol's days, she also works full-time for an international advertising and media firm, sings in the Farmington Valley Chorale and her church choir, moderates a lively writers' critique group for the Simsbury Public Library, draws horse portraits, moderates an invitation-only Facebook group of 125 international equine artists and volunteers as Column Coordinator for CAPA's



Meet A Member Column.

In between her many activities, she devours every young-adult book

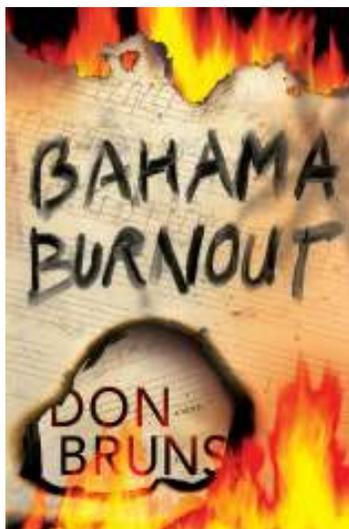
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Contributors

Chris Blake
Roberta Buland
Fred Chesson
George Foster
Jennifer Fusco
Carol Healy
Louis Norton
Maria G. O'Donnell
Rita Reali
Dan Uitti

Cover Design Strategies — George Foster

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



This award-winning thriller involves arson at a recording studio in the Bahamas – so let's set the book on fire!

I wrote the title by hand with charcoal. Sometimes messy is good. The paper is a combination of different stock photos with music notation added. Black and red are standard crime colors. The overall effect is frenetic, alarming and definitely “on fire.”

The burnt hole partially obscures the author's name while also featuring it. The cross directions of the music notation adds to the chaos. Barnes and Noble placed this book face out on their “New Mystery” shelf.

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manuscripts and is a monthly contributor to the Romance Writers of America's *RWR Report*. Jennifer Fusco is represented by Eric Ruben of The Ruben Agency.

CAPA 2012 Annual Picnic July 21 – 10:30 a.m.-12:30 p.m. Sycamore Hills Community Center



We'll provide a variety of tasty sandwiches and soft drinks.

Please bring a salad, side or dessert to share.



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**

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Speaker Review: Sandra Diamond

Unlock Your Creativity by Reaching an Altered State

By Chris Blake

Writers can unlock their creativity by achieving an altered state of consciousness, through a technique called Shamanic Journeying, according to Sandra Diamond, an experiential healer who conducted an “altered-state” demonstration at the May 19 CAPA meeting in Avon.

Sometimes referred to as “dreaming while awake,” or lucid dreaming, the technique through which she guided the audience, is designed to remove barriers to creativity and spiritual awareness. In the ancient world, the Shaman served as an intermediary between the human and spirit worlds. Hunters used shaman to move the herd closer. In more modern times, farmers employed shaman to change the weather. People have used shaman to heal sickness or reach a state of consciousness with nature and the spirit world.

Diamond said she first experienced a shamanic journey in 1995, reaching a state where she imagined she was in a cave with water dripping from stalactites. “I could smell the sulfur and hear the water on the rocks,” she recalled.

“I know in writing there’s an expression, ‘show, don’t tell.’ These shamanic journeys are quintessentially important in your ability to show, not tell,” she said.

Diamond demonstrated the technique of blocking out distractions and reaching a state where the individual can summon his or her “power animal.” Shamans, she

said, believe everybody has a power animal, an animal spirit that resides in each of us and guides, protects and provides wisdom to each individual.

The journey began with rhythmic drumming. All the lights were turned off and participants were instructed to close their eyes and clear their minds of all thoughts. They were then told to travel down to a place of their choosing and summon their power animal.

“Ask your power animal, ‘How can you help me? What do you have to teach me to make my life experience richer so I can put these experiences into my books?’” she instructed.

The drumbeat continued for 15 to 20 minutes and eventually a

different drumbeat pattern called participants back from their journey.

Understanding may not come in one session, she said. The deepest level of understanding will come after many journeys.

What the person experiences during the shamanic journey will depend on the individual, she said. Most who are receptive to the process will emerge refreshed and filled with positive energy.

Diamond provides a wide range of therapies to help her clients attain states of wellness and good health. Her website may be found at www.dragonfly-llc.net.

She recommended several books on the subject, including *Animals Speak*, by Ted Andrews and *Chinese Power Animals*, by

CAPA member Chris Blake maintains the blog, A New Fiction Writer’s Forum, at www.cgblake.wordpress.com. He writes as CG Blake.

Create Multiple Sources of Revenue

By Brian Jud

It is difficult to make a living as an independent publisher if you view yourself as a purveyor of books through bookstores. As you generate a variety of revenue sources, you can balance and maintain your income. This may be accomplished through a combination of products and services, such as line and brand extensions combined with author extensions (conducting seminars, making

personal presentations and consulting).

There are two characteristics that go into creating a profitable hybrid offering. The first is that the products and services are *complementary*. This means that the degree to which the value to the customer increases when both are used together. An example would be selling your book at the back of

Jud: Continued from p. 3

the room following a personal presentation. The other is *independence*, or the ability for your customer to derive value from each separately: Your customer can learn from your book without also attending the presentation.

When combinations of products and services are examined through the lens of being complementary and independent, three bundles emerge. These are **product-focused**, **brand-focused** or **author-brand focused** bundles. Taken together as a hybrid marketing strategy, they deliver a single message to several audiences in different ways.

1) Product-Focused Bundles.

If you prefer to focus on selling tangible products, you might choose a strategy of creating line extensions. Line extensions consist of introducing additional items in the same product category under the same brand name. Examples include offering an author's content as an ebook, audio book, booklet or in a large-print edition.

The *Chicken Soup for the Soul* series provides examples of independent line extensions reflected in the titles, *Chicken Soup for the Entrepreneur's Soul* and *Writer's Soul*. Yet this series may also be complementary because the content is delivered in the form of cartoon books, picture books, large-print books and Spanish titles.

2) Brand-Focused Bundles.

Implement a strategy of creating brand extensions by using an existing brand name to launch products in other categories. Jack

Canfield and Mark Victor Hansen again provide good examples of brand extensions. There was a *Chicken Soup for the Soul* television series, in addition to branded greeting cards, puzzle books and sleepwear. These are also complementary since they may be sold in similar places and ways. These could be sold near their books online and through gift shops, as well as direct marketing and specialty stores.

3) Author-Brand Focused Bundles.

This strategy may extend your brand through writing articles, consulting or making personal presentations on their topics. Build an aura of expertise by conducting webinars, producing podcasts and contributing to blogs.

These actions are complementary since you can speak to groups and then sell books following their presentations. In addition to demonstrating your command of your subject you are paid a speaking fee and for the sale of their books. As your reputations grow from contributing articles and blog content, your book sales increase proportionately.

An author-brand strategy is highly independent, since each element stands on its own. Yet the combined impact of an assorted marketing strategy increases long-term revenue as it solidifies its base. It also helps you differentiate yourself from your competitors while selling a commoditized product.

A hybrid strategy can increase you top and bottom lines if you use these examples to customize a productive combination for each author. It can improve market share

and profitability by being scalable. Hybrid offerings attract new customers and increase demand among existing ones by giving them more ways to purchase content. Further, they enable publishers to boost their revenue and improve liquidity at low risk.

Brian Jud is the author of How to Make Real Money Selling Books and offers commission-based sales of nonfiction, fiction and children's titles to buyers in special markets.

Lary Bloom Shares Struggle to Tell Story of Vietnam Experience

By Chris Blake

For more than 40 years, Lary Bloom struggled to find a way to tell the painful story of his personal experiences serving in Vietnam, including the tragic 1969 death of his childhood friend.

Bloom, a noted Connecticut author, editor and professor, delivered the keynote address, *Tea in Tuy Hoa: A Writer Makes Peace with the Vietnam War*, at the annual CAPA-U Conference on May 12, in Hartford.

"Writers who participated in the Vietnam War carry a special burden, because we are obliged to take on, and to try to illuminate, what non-writers can't. And yet, the question I kept asking myself over decades: where was my own commentary?" he said.

What haunted him was that he survived the war while others didn't.

"My childhood friend and alter ego grew up in the same neighborhood and studied with me at the same Hebrew school," Bloom said. "Years later, Harmon Polster and I

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The ABCs of the Editing Process: *Remembrance of Things Past* By Roberta Buland



Recently, an email regarding President Obama appeared in my in box. This is not so unusual since he is seriously portrayed, criticized or satirized in many emails – and then some. So, it is not unusual for his name to appear in the subject line. However, the one I actually read word for word and reflected upon was headlined, “Obama’s Use of Complete Sentences Stirs Controversy: Could Imperil Reelection Hopes, Experts Say.”

The above got me to think. Complete sentences? (Yes, the question itself is not a complete sentence!)

Broke with Tradition

The first paragraph read, “In the first term in office, President Barack Obama has broken with a tradition established over the previous eight years through his controversial use of complete sentences, political observers say.”

If for no other reason (I refuse to get into politics), this is a man after my own linguistic heart. Imagine, some would say, speaking in complete sentences? How radical is that? Or, shouldn’t it be the case? Choose your own answer. However, from reading my columns, you can guess that the answer to the second

question is the obvious one for me.

Too often, we tend to speak and write in *incomplete* sentences – and we expect our hearers or readers to understand us. There is a reason why complete sentences are the better form of expression – subject and predicate are clear, and usually the intention of the person initiating the communication is totally understandable.

Emulate the President

The next paragraph reads, “New polls indicate that millions of Americans are put off by the President’s unorthodox verbal tic, which has Mr. Obama employing grammatically correct sentences virtually every time he opens his mouth.”

Hooray for the president! He knows whereof he speaks! We should all emulate him, particularly in our writing.

Perhaps the lesson is that if someone has to inform us that President Obama is speaking correctly, it means the average Joe doesn’t. This is not something the president decided to do without thinking. The writer continued, “Mr. Obama’s decision to use complete sentences in his public pronouncements, as well as his insistence on the correct pronunciation of the word ‘nuclear,’ has harmed his reelection hopes among millions of voters who find his unusual speaking style unfamiliar and bizarre.”

“...harmed his re-election hopes” leads me to believe that people do not really communicate.

Look at the next paragraph: “According to presidential historian Davis Logsdon of the University of Minnesota, after eight years of George W. Bush many Americans find it alienating to have a President

who speaks English as if it were his first language.”

Duh! It *is* his first language, and I think he’s proud of it.

Allowances May be Made

Allowances may be made for people whose mother tongue isn’t English, because the language is among the most difficult to learn. I applaud anyone who deigns to even try to learn English, let alone get it right! With all the exceptions to rules of grammar, etc., it isn’t any wonder that English is difficult to speak and write correctly. But, if we want to really communicate, we need to try.

“Every time Obama opens his mouth, his subjects and verbs are in agreement,” says Mr. Logsdon. “If he keeps it up, he is running the risk of sounding like an elitist.”

I would change “an elitist” to “a normal person who really knows the language.”

“The historian said that if Mr. Obama insists on using complete sentences in his speeches, on Election Day the public may find itself saying, ‘Okay, subject, predicate, subject, predicate – we get it, stop showing off.’” He’s simply saying it like it is!

So, writers beware! Write as if you know and respect the language. Two things will happen: (1) Readers will surely understand you, and (2) you will be demonstrating your respect for English.

Whenever you need help, I’m here for you.

Questions or comments? Email Roberta at rjbuland@comcast.net.

Schedule of Upcoming Meetings



CAPA-SOUTHEAST MEETINGS

Locations: Groton Public Library 6:30 pm (Tom Santos, santostom@comcast.net)

Jul 16: Brian Jud, Book promotion for fiction and non-fiction, Home of Ron Janson, South Lyme

Aug 20: Kip Gineau, Motivator, Summer Home of Nancy Rupert, Mystic

Sep 17: Groton Public Library, (TBA)



CAPA CENTRAL MEETINGS

Location: Sycamore Hills Park Community Center, Avon, CT 10:30 am (www.aboutcapa.com)

July 21 *CAPA Annual Summer Picnic*

August 18 Anne Kelleher – *Writing Coach*



CAPA SOUTHWEST MEETINGS

Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, sriles40@aol.com)

July 9, 2012 6:30 pm

Speaker: To be announced



CAPA BOOK-NETWORKING MEETINGS

Location: Wethersfield Public Library, 6:00-8:00 pm (Jason Alster, jasonalster@gmail.com)

July 11, 2012 6:30 pm

Speaker: To be announced

CAPA-U to the Rescue!

By Maria G. O'Donnell

Writing can be an isolating process. Unfortunately, I seem to have taken isolation even further. I have to admit, I've been pretty bad about attending CAPA meetings regularly. That goes for CAPA-U, as well. Although a part of its groundbreaking 2003 launch and 2004 sequel, I ended up unmotivated trying to publish my young-adult novel series because the agents at the conference didn't seem interested.

I decided to focus on freelance writing for the local newspaper, and that kept me happy and creative for a long while. Until the economy tanked. Then

the publisher relied more and more on staff writers. There were months between writing assignments for me. My overall creativity began drying up. I took a hiatus from my writers group. I'm still on it.

Then the 2012 CAPA-U loomed on the horizon. Should I go? And why? To break out of this funk, that's why.

I was pleasantly surprised to hear that two new members of my writers' group also planned to attend. Well, let me tell you, the three of us met there and chatted away about our writing – so inspiring!

That goes for the conference overall. After being out of the CAPA-U loop for awhile, I was amazed to discover the gargantuan changes in marketing one-

self. Technology rules. Your platform is electronic for as far as the eye can see.

I received a hefty load of ideas on how to market myself outside of the computer, too, plus discovered new ins and outs of the author/agent/publisher relationship. And speaking of agents, the one I met with asked to see sample chapters of my first YA book and a synopsis – very exciting!

My writers' group friends were as satisfied and energized by CAPA-U as I was. Isolation is **so** not a good thing in this industry, or any other aspect of life. Being immersed in a sea of writers caused electrical charges through my senses and motivated me to get writing.

And you're reading it!

Carol Healy Continued from p. 1

she can get her hands on as market research into the diverse genre in which she writes.

Currently in final revisions, her young-adult novel, *City of Holy Stones*, is a speculative historical-fiction tale. According to Carol, it is a romping adventure of a horse groom turned sculptor in turbulent 1938 Italy that was great fun to research and write. She credits her writers' critique group with providing both the inspiration and encouragement to see her manuscript through to completion.

Animals, especially horses, have always been an inspiration in Carol's creative life and she cleverly works them into her stories. Her earliest attempt at publishing dates back to grade school when she wrote and illustrated *The Adventures of Pussywillow* — a children's book featuring her superhero tabby cat (a predecessor to the tortoiseshell mentioned above). This was followed the next year by a short story ending for *Ranger Rick Magazine's* monthly contest that earned her payment in the form of a Ranger Rick raccoon character ring. Soon after she earned front row seats to the circus in New York City from *Newsday* for a Mother's Day essay she penned. Her elementary school successes led to poems and illustrations that were published in *Dimensions* art and literary magazine. Carol developed her artistic talent by earning a BFA in Medical Illustration at Rochester Institute of Technology.

Vivacious and affable, Carol enjoys meeting CAPA members and, when the opportunity to coordinate the "Meet A Member" column for the *Authority* newsletter presented

itself two years ago, the highly organized lady happily to volunteered. She actively seeks new and a few shy longtime CAPA members to interview and write articles to keep the monthly column going strong. She is an important asset in our organization.

Ready to step up and volunteer? Carol may be reached through the CAPA social network, <http://authorsandpublishersct.ning.com/>, through her blog, <http://carolhealypencilshavings.blogspot.com/>, via LinkedIn or in person at an upcoming CAPA meeting in Avon.

Bloom — Continued from p. 4

both went off to Southeast Asia. Only one of us came home, the other left behind, somewhere near the Ho Chi Minh Trail."

Bloom served as an Army supply officer in Vietnam. Polster served in the Air Force. On July 15, 1969, Polster took off in an F14 plane on a mission bound for the Ho Chi Minh Trail, flanked by another jet. Fifteen minutes later, the pilot of the other jet reported seeing a ball of flame, Polster's jet exploding. It was not clear whether the crew had bailed out.

Through the years, the fate of his friend weighed on Bloom. "I wanted to write about it. But how? I couldn't go alone to the hills of Laos — no way to find the wreckage. The American military, which for the last forty years has sent out forensic teams to remote spots to recover remains, was not eager to escort me there.

How could I use my skills as a writer to call attention to the problem of the missing?"

He continued, "We writers must use our weapons — our passions for just the right word, the right image, the small moment of truth — that can speak to the larger point. The fiddler on the roof scratching out a simple tune. Something that touches. That moves. That changes things, for somebody, somewhere."

Bloom discovered how to express his experiences in Vietnam, shortly before Polster's family was informed his bones were found in Southeast Asia. The result of this epiphany drove Bloom to write the play, *Wild Black Yonder*, which premiered in 2009 at the Katharine Hepburn Cultural Arts Center in Old Saybrook. Bloom concluded about his play, "It addressed, finally, my duty."

CAPA member Chris Blake maintains a blog called A New Fiction Writers Forum at www.cgblake.wordpress.com. He published his first novel, Small Change, under his author name, CG Blake, in February of 2012.

Recommended Resources for eBook Authors

Fred Chesson

In these eBook Days, there are a good many resources for ebook authors and publishers. Here are several I have found:

www.writingfordollars.com
www.worldwidefreelance.com
www.fundsforwriters.com
www.filbertpublishing.com

CAPA Co-op Connection

A great way to save money as you market your books is to share the cost of an event with your fellow CAPA members. In each issue of *The Authority* you will find information about upcoming events. If you want to participate with other CAPA members, you may discuss that on the CAPA Social Network

July

July 18 New England Authors Expo, Danvers, MA
(<http://peartreepublishing.net/events/2012authorsinfo.php>)

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

August (http://www.ctfairs.org/fair_map.aspx for info on all those below)

Aug. 10-12 Lebanon Country Fair
Aug. 17-19 Bridgewater Country Fair
Aug. 23-26 Brooklyn Fair
Aug. 24-26 Chester Fair
Aug. 31-Sept. 3 Haddam Neck Fair

September

Sept. 1-3 Mystic Labor Day Weekend Show (www.meetheartistsandartisans.com)
Sept. 6-9 North Haven Fair (www.ctfairs.org/fair_map.aspx)
Sept. 6-10 Hebron Harvest Fair (www.ctfairs.org/fair_map.aspx)
Sept. 7-9 Bethlehem Fair (www.ctfairs.org/fair_map.aspx)
Sept. 14-30 The Big E (Contact Deb or Mike Kilday at washigon@aol.com for an application, or go to www.aboutcapa.com)
Sep 16: Trumbull Arts Festival (203) 452-5065

October

Oct. 3-5 New England Independent Booksellers Association (NEIBA) Fall Conference: Providence, RI (<http://www.newenglandbooks.org>)
Oct. 6-7 Garlic & Harvest Festival; Bethlehem Fairgrounds, Bethlehem, CT (<http://www.garlicfestct.com>)
Oct. 14-16, New England Library Association Annual Conference: Sturbridge Host Hotel & Conference Center, Sturbridge, MA (<http://www.nelib.org/conference>)

November

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

Other Upcoming Fairs (Listed Alphabetically by Town)

Berlin Fair Oct. 5-7
Durham Fair Sept. 27-30
Four Town Fair Sept. 13-16
Goshen Fair Sept. 1-3
Guilford Agricultural Fair Sept. 21-23

Valuable Tips for Pricing Your Book Profitably

By Brian Jud

Set the retail price wisely. Many variables contribute to this decision. Trim size? Page count? Unit manufacturing cost? Market? Competition? Consider all these factors when establishing the retail price.

Do not price your book using an "X-time-cost" formula. Printing costs vary widely, depending on the technique used and quantity printed.

High vs. low price. Choose a lower price for a mass-produced book with a simple distribution channel, if there is fast title turnover, if the content has extended usefulness and if you desire a large market share. Go with a higher price if the opposite is true.

Look at your price in a different way. Price your book based upon the number of books you'll have to sell to net \$1,000.

Price is not the same as cost. The price is listed on the book, but the cost is related to the personal value the reader receives from buying it. In corporate sales, the cost of your book is related to how well your content helps the buyers reach their companies' goals.

Tip for Performing on TV and Radio Shows

Speak English and not jargon. One of the problems many people have is they're so into the details of their subject they expect everybody to know the shorthand. If you're in the business you know what they are, but most of us don't.

Benita Zahn, News anchor and talk-show host on WNYT-TV, Albany, NY