



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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Inside This Issue

Baking With Barb p. 2

Your Marketing Platform p. 3

Character Building – Part One p. 4

Hawrid Grammer & Punctuation Picknic p. 4

Practice p. 5

Writers Contest Winners Announced p. 5

Schedule of Upcoming Meetings p. 6

Object of Betrayal p. 6

Celebrating Success p. 7

The ABCs of the Editing Process p. 8



Meet A Member

Wayne English

By Carol Healy



Our March Meet A Member, Wayne English, is originally from Winsted and has lived in New Britain, Newington and Coventry. He is a Connecticut author who has found success in both the print and online publishing worlds.

Teaching and writing are interests that English has embraced throughout his career. He taught photography at two libraries and wrote a monthly column for a photo magazine. While in Information Technology (IT), he taught Software Quality Assurance and, while in the field of nuclear power, he taught Mathematics, Physics and the Metric System. At the American Red Cross he taught Standard and Advanced First Aid and CPR. He was also a member of the West Hartford Volunteer Ambulance, where he ran the training committee and worked on the ambulance.

In 1980, he published an article in *Emergency Maga-*

zine on how to care for a patient contaminated with radioactive material. At the time he was working in the Radiological Assessment Branch of nuclear engineering and volunteering with the Ambulance and the two went together naturally.

He enjoys both the challenge of making material understood by the reader and the research aspect of writing, because he learns so much. People are a great source of knowledge and information for English. And, like most writers, the satisfaction of a completed work and seeing his

continued on page 3

Meetings

Southwest Division
Shelton
3/12

Speaker – Debbie Kilday

Main Meeting
Avon
3/17

Anniversary Party

Southeast Division
Groton
3/19

Speaker – Wendy Fox

Baking With Barb by Barbara Klein

Heaven's Marinated Pasta Salad

I have a niece named Heaven who was born with the family cooking gene. She has been known to call me early in the morning for a recipe or with a cooking question.

Heaven has beautiful herb gardens of her own design on her farm in the rolling hills of Ohio. She's terribly creative and is usually surrounded by the fragrant scent of rosemary and lavender.

Her dried floral arrangements hang on the doors and garden gates, leaving a sense of peace. She uses fresh and dry herbs when cooking. You might say Heaven is in heaven when she gets creative in the kitchen.

This recipe came from one of the herb cookbooks she gave me. In fact, I first made this altered version when she sent a bag of fresh basil overnight from Ohio to Texas. Try it with fresh herbs whenever possible. They're expensive in the winter, but can be grown in pots in a sunny window. You can also get started growing herb seedlings for your garden in the spring. It's worth the effort. Think of the flavor and the fragrance. All your plants need is water, sun and a little petting to release their essential oils.

Ingredients:

1 pound of your favorite pasta
6 tablespoons white wine vinegar or your own herb vinegar
¾ cup olive oil

4 tablespoons fresh parsley, chopped
2 tablespoons fresh chopped basil (or 2 teaspoons dry basil)
1 teaspoon salt
¼ teaspoon black pepper
1 clove crushed garlic
½ cup parmesan cheese, grated
2-3 chopped green onions, with tops
1 small can sliced black olives, drained
½ pound fresh mushrooms, sliced
½ teaspoon dry mustard
1 small jar marinated artichoke hearts, drained (optional)

Directions:

Cook pasta according to package directions. Drain and rinse in cool water.

Then, in a large mixing bowl, combine the vinegar and

olive oil.

Next, chop the vegetables and herbs and combine with the remaining ingredients.

Last, add cooled pasta and mix thoroughly. Refrigerate for several hours or overnight.

Place the pasta salad in a serving dish and garnish with a sprig of fresh basil and/or red sweet pepper rings. Oh, Heaven!



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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 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**

Meet A Member**Wayne English**

continued

name in print are always a thrill.

English published his first book on writing for the Web, *Web Content Rx: A Quick and Handy Guide for Writers, Webmasters, Ebayers, and Business People*, and has written numerous magazine, newspaper and newsletter articles – and, of course, his blog. He is also a guest blogger at the Content Marketing

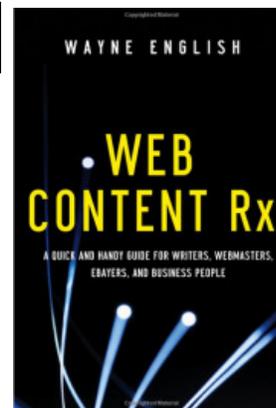
Institute.

Owner of Web Content Rx, English writes Web content, does business coaching and speaks on social networking and writing for the Web. As you can tell from talking to him and/or watching him teach, English finds speaking to groups to be the most relaxing thing in the world. In fact, he will be presenting at CAPA-U in May.

He would love to trade ideas

with other CAPA members about social networking, online marketing, eBooks and ePublishing. English shares that, “CAPA is a fantastic organization. I recommend it to everyone who is interested in writing, publishing a book or writing articles. It has been, and continues to be a wonderful asset to me.”

For more information about Wayne English and his



work, visit his website at WebContentRx.biz.

Your Marketing Platform – The Smaller the Better

By Brian Jud

In my article, “Building a Platform” (published in the February 2012 Authority), I described a two-tiered approach to creating a book-marketing platform. The gist of it was that instead of seeking thousands of followers or friends, build a smaller nucleus of influential people who give you credibility as they spread the word about your book.

Malcolm Gladwell discussed this concept in his book, *The Tipping Point*, where he described the relative effectiveness of Paul Revere as compared to William Dawes as they both rode to sound the alarm that the Revolutionary War had begun. Mr. Revere was more successful because he was well connected with patriots who continued to spread the word quickly and widely while he rode off warning others. Dawes had no such network at his command, and his place in history is forgotten.

A marketing platform does not simply happen as the result of having a large following on Facebook, Twitter and LinkedIn. It is the planned result of cultivating information brokers (as Gladwell calls them), people

who are the Paul Reveres of their networks. When they talk, people listen and are more likely to take their recommended action. You are the kingpin in your network, creating and coordinating the links between the two parts of a successful platform: the messengers and the intended recipients.

It is not what you know, but who you know.

Accomplish this by building a foundation for your marketing platform. These are the messengers who can persuade a larger group of prospective buyers to take some action on your behalf. You only need a dozen or so of these people, but their influence will have more impact on your success than thousands of followers and friends who may have simply heard of you.

Build a relationship with the people in your nucleus.

Communicate with these “superconnectors” regularly so they understand you as a person as well as an author. When they tell others to support your book launch or other objective, they can

speak authoritatively and persuasively. Of all of the influential people you could possibly associate with, what characteristics should you look for in prospects to join your core network? Here are a few.

Positive energy. Include people who see opportunities in a challenge. For example, if you seek sales opportunities in special markets, your contacts will point out potential segments, prospective buyers and help you create a plan to expand from your core markets. Avoid de-energizers: people who are generally negative, are inflexible in their thinking and who critique people rather than ideas.

Honesty. Embrace people who will give you blunt feedback and at the same time offer an alternative strategy. They challenge you to do better as they support you with a friendly nudge in that direction. These people will tell you that your cover design may suffice for bookstore sales but may not stand out on a super-

market shelf. Then they offer constructive improvements.

Broader experience. You cannot grow if your network is comprised of people who are just like you. Seek people with backgrounds and skills that are different from yours. Look for people who can give you personal support, stimulate your thinking with creative business assistance and those who can describe where you need more balance. If your network is comprised only of other publishers who sell through bookstores, none may have the knowledge or experience to point out opportunities for sales to corporations, associations and schools.

Influence. Find people who are recognized experts in their sphere of influence. These are the people others look to for advice. They have earned their positions through successful experience and networking. They might be expert in selling to government agencies or the military, and willing to help you get a foothold in their niche.

Compatibility. Cultivate

Continued on page 6

Character Building: Part I

By CG “Chris” Blake

Writers have a lot of choices when it comes to developing a main character, but whatever other attributes you give to your main character, she must be memorable and complex.

I like to approach characters from two levels: the “surface” level (demographic details like gender, date of birth, height, physical descriptors, job, marital status, children, etc.) and the “below the surface” level. These are the crucial psychological aspects of the character. You can start by asking these questions:

- What are the character’s basic needs and wants?
- What is the character’s central motivation?
- What events in the character’s childhood or upbringing influenced who she is and how?
- What is the character’s ultimate goal? What is stopping her from achieving her goal? How will she overcome her obstacles?

- What are the character’s deepest secrets?
- What are the character’s greatest strengths? Weaknesses?
- What is the character’s inner conflict? How will you as the author resolve it?

The main character drives the story, so she must be memorable and complex. What do we mean by complex? Complex characters have depth. They have emotional, psychological and even spiritual dimensions. And they have flaws. They are human, after all.

Memorable main characters are imbued with a determination to overcome their flaws and reach their goals. Satisfying main characters must show growth and learn important truths about themselves as the story unfolds.

The story doesn’t have to be told from the point of view of the main character. It could be told by an unbiased

observer. In *Sophie’s Choice*, William Styron chooses a young writer as the narrator, but the plot revolves around two lovers, Nathan Landau and Sophie Zawistowski, fellow boarders at a rundown boarding house in Brooklyn, New York. This technique works for Styron because the story needs a main character who can see Nathan and Sophie objectively. On the other hand, the main character as narrator is usually biased; the reader sees everything from her point of view.

The character’s obstacles – those things standing in the way of her achieving her goals – must be complicated and difficult to solve. And don’t be afraid to place multiple obstacles in the way of your main character, each one more difficult to resolve. The obstacles must force the main character to make choices, not safe “win-win” choices but decisions that in some cases will hurt others, and maybe even the main character herself.

The story must build to a climax where the character faces her biggest crisis. The way the main character resolves this crisis should reveal personal growth or self-discovery. In some rare cases, the main character makes the wrong choice and the story ends with the main character no better off than in the beginning or even on a downward spiral.

A final thought: Main characters don’t have to be likeable (I used the example of Scarlett O’Hara in an earlier post). They have to be interesting. They can’t be perfect and they shouldn’t be boring.

CG Blake, a CAPA member, is the author of the novel, Small Change, available from www.amazon.com.

A writer and editor with more than 30 years’ experience, he maintains a blog called, A New Fiction Writers Forum, at www.cgblake.wordpress.com

Hawrid Grammer & Punctuation Picknic

by Chris John Amorosino

This year’s picnic stunk. Or is it “stank”? We did begin to have fun with the Prefixes but the Suffixes put an end to that. No matter where we went, the Periods. Kept. Stopping. Us. You’d no sooner get going again, when a Comma would make you pause.

At one point, Active voiced his desire to play every sport; but his date, Passive, just sat there and looked acted upon. Then we received a scare near the cliff when we found Participle dangling. With some emergency editing, he was saved and the Conjunctions joined us together in a celebratory line dance.

Led by Narcissus, the Proper Nouns would have nothing to do with boy, tree and the other Common Nouns. And those pesky Pronouns! During the games, they kept substituting for the nouns until no one knew who he, she, it or they were. Or is it “was”?

Such a miserable time was had by all that one of the Sentence brothers, Imperative, commanded us to stop. When Interrogative asked why, Exclamatory screamed at him until Declarative made a statement that ended it. Anyway, we couldn’t wait for those rude Infinitive Verbs to split.

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*Favorite Book: *Made to Stick: Why Some Ideas Survive and Others Die**

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Practice

by Sara Elaine Strecker

Question everything. Hone your skill. Perfect your craft. Practice, practice, practice. Practice is a bad word. Practice means hours of sitting in front of the piano and still having *Twinkle, Twinkle Little Star* sound more like the theme song from Jaws. Practice means going through the ballet positions over and over again and still not being able to tell your plié from your chassé. Everything about practice is a chore; it is something to dread and despise.

A week ago, a writing coach likened writing fiction to practice. I froze. Practice is evil! I couldn't imagine writing, my favorite escape from reality, to require such awfulness. Writing was just something I did. I never expected, nor hoped for, anything more than that joy I got while doing it. Sure, it would be great if I could get someone to read what I wrote. It would be even better if I could

sell my books but both concepts sounded like pipe dreams.

Then I joined a writers' group. I saw a notice at my local library and figured, I write, I might as well see what other people think of what I write. It can't be too awful. And since I'm writing anyway and enjoying it, maybe others will enjoy it too. I thought we would be kind to each other and simply share a few thoughts. I was completely wrong. Turns out we were to meet every two weeks to rip apart each other's work. Not just rip it apart, but shred it and then chew up the pieces. Not surprisingly, the first few pages I submitted had a plethora of problems – shifting point of view, flat characters, non-realistic action.

So I started to play with point of view and added depth and background into my characters. I wrote more than I

had ever written before, because, with the changes foisted on me by my writers' group, my writing took on a whole new life. It wasn't just fun anymore; the characters started to take on a life of their own and write their stories for me. I, still innocent, thought I was having fun.

Now, almost five years after that first writers' group meeting, I am on the cusp of having my very first book published. I have an amazing group of soon to be "Aunties" who helped me mold and shape my 75,000 word "baby" into a legitimate novel. And the one thing they taught me was that, by any other name, practice makes perfect. I plan to practice my craft, and even though my piano-playing skills have not improved, and I'll never make the cut for Swan Lake, my writing had only gotten better. And when you're practicing something you love, it's never a chore.

Writing Contest Winners Announced by Dan Uitti

Following are the winners of the 2011 CAPA Writers' Contest. All winners have been notified. You may contact Dan Uitti (at dan@uitti.net) if you have any questions regarding the contest. Winning entries will be published in eBook form.

**Essay**

1st Place – David Garnes
Taylor and Burton: with Liz 'n Dick in Times Square

2nd Place – Lou Norton
An Ancestral Lineage

Honorable Mention – Matthew Lewis
Great Grandma 'Edie'

Honorable Mention – Nandini Pandya
An Eternal Bond

Poetry

1st Place – Karin LeFranc
The Pinchot Sycamore Tree

2nd Place – Michael Kilday
Old Friends

Honorable Mention – Janice O'Brien
Praise on Father's Day

Honorable Mention – Glen Kowalski
There's a Kid Inside

Children's Story

1st Place – Mary Lou Silva
Little Daisy

2nd Place – Elizabeth Binadio
Angel's Little Trouble

Honorable Mention – Andrew Salchert
Awesome Pitch

Honorable Mention – Jamison Nolan
The Rescue of Midnight Blue

Short Story

1st Place – Sandy Bedlovies
Crossroad

2nd Place – Richard Colon
Cat and Mouse
Honorable Mention – Murray Edwards
Y

Honorable Mention – Jerry Rasmussen
How Earl Got Herbert

Schedule of Upcoming Meetings

CAPA-SE MEETINGS



Locations: Groton Public Library

Mar. 19: Guest Speaker, Marketing Consultant, Wendy Fox

Apr. 16: Patti Brooks, Groton Public Library

May 21: Nancy Butler, Groton Public Library

Jun.18: Summer Outdoor Meeting

CAPA CENTRAL MEETINGS



Location: Sycamore Hills Park Community Center, Avon, CT

Mar. 17 18th Anniversary Dinner and Writing Contest Awards

April 21 Mark Hollis – Making a Website that Really Markets.

May 19 Sandra Diamond – Enhance Writing with a Power Animal

June 16 Jennifer Fusco, (President of CTRWA) – Marketing

July 21 CAPA's Annual Summer Picnic

CAPA SOUTHWEST MEETINGS



Location: Plumb Memorial Library, Shelton.

March 12: Debbie Kilday

OBJECT OF BETRAYAL A Novel by Jerry Labriola. M.D.

Jerry Labriola, M.D., is the author of eight mystery novels and coauthor of four books with renowned forensic scientist, Dr. Henry Lee, in which they examine well-known criminal cases, including Sacco-Vanzetti, Lindbergh, Sam Sheppard, JFK, O.J. Simpson, JonBenet Ramsey, Scott Peterson, Elizabeth Smart and Phil Spector.

In an exhilarating new novel, **OBJECT OF BETRAYAL** (Strong Books; \$24.95 hardcover, April, 2012), Dr. Labriola gets off to haunting start with a tragic experience in Viet Nam. Labeled his "secret," its memory plagues our naval hero, Matt Doyle, for years to come.

Later as a civilian, Matt pens a manuscript that falls into the hands of the Mob, and soon encounters an onslaught of shady characters and unexplained murders. Even a monastery that is governed by a sex-starved woman and financially supported by a Hollywood capo plays a key role in a plot replete with startling twists and unrelenting action. Meanwhile, while attempting to sort things out, Matt carries on a romance with Gloria Stram, the manager of an inn that is eventually burned to the ground. This, too, is viewed as having a connection with the criminal underworld.

What is the secret behind the "secret"? Are there others? Where does Grimski the Giant fit in? Or horse racing? Or the Algarve of Portugal and the largest cathedral in Latin America?

The suspenseful storyline, punctuated by slices of authentic history, keeps readers hanging on until the novel's stunning climax.

Your Marketing Platform – The Smaller the Better

By Brian Jud *continued*

people with whom you can get along. Do not try to force a relationship simply because you feel a person can help you. Your network should comprise pleasurable opportunities for mutually beneficial connections. Have some fun as you network and build rapport.

Commitment. If the people in your core cluster

do not feel the need to help you grow, they are no different from the hordes in your groups of followers. Affiliate with those who are committed to helping each other succeed and are willing to do what they can to support you.

How to find people with these characteristics

The foundation for a platform does not just happen; it

is designed and built. Construct a base of core connections that bridge smaller, more diverse groups. Start by describing the people in your nucleus. What benefits do your interactions with them provide? How energizing are those interactions? Then assess where you need more diversity. If you have no media moguls, professional associates or people in various

affinity groups in your core, they would be your initial targets.

Next, classify your relationships by the functions they serve. Generally, benefits fall into one of six categories: information, support, influence, energy, purpose and balance. Extend your core with people

Continued on page 8

🌀 Celebrating Success 🌀

CAPA member **CG Blake's** first novel, *Small Change*, is now available on the Kindle through www.amazon.com. Set in the Midwest, *Small Change* centers on the relationship between two families: the Sykowskis, from the Chicago suburbs, and the Crandales, from rural Iowa. The two families meet on vacation each summer at a Wisconsin lake resort. A shocking family secret threatens to fray the bonds the families have built over the years. The story explores family secrets, dysfunctional families and the fragile bonds that hold families together. CG Blake is the pen name for Chris Blake, a journalist and author with more than 30 years of writing and editing experience. A former newspaper reporter, Blake maintains a blog for fiction writers and readers called A New Fiction Writers Forum at www.cgblake.wordpress.com.

Jean Marie Rusin says, "My releases are: *Moon Eclipse*, *Days of Darkness* and recent *Thin Ice Zombies IN LA* Nowhere to run or hide! Battle, and they are available at Amazon, and Barnes and Noble, and Authorhouse.com and they are available on Kindle and Nook and softcover. Also, working on my 33 books."

Debbie T. Kilday, CAPA author and CAPA Big E Chairperson announces the release of her first two books. The first is entitled, *Farmington River Reflections: My Photographic Journey & Meditations*. This is a compilation of landscape photography of the scenic Farmington River interspersed with a series of poems that express her thoughts and feelings while taking in the natural beauty of the surroundings. It is a fine art coffee-table book for nature photography and poetry lovers. The book is available at www.blurb.com, or it may be directly ordered from the author. The second, entitled, *No Limits: How I Beat the Slots*, describes a five-year excursion into the world of high-stakes gambling at casinos in Connecticut and Las Vegas. The author's high-roller coaster ride is told in a narrative, creative non-fiction style, replete with tales of the fellow high-roller slots players and celebrities met along the way. It also includes tips from an expert slots player on how to maximize your chances at coming away a winner. The book is available on www.amazon.com, and soon will be available on Kindle.

Dawn Harden Currently my e-novel, *A Flowered Thorn*, is on Amazon.com. It is a story of four cousins coming together to organize a family reunion. Chaos ensues as family secrets are discovered and they must all come to terms with the results. And discover what ties really bind.

"The pitch for my novel *Without Mercy - A Ghost Story...*" **Eileen Albrizio** tells us, "made the cut in the Amazon.com Breakthrough Novel contest. There were 5,000 entrants and only 1,000 made it through, so I am pleased that the premise of the novel peaked the interest of professionals in a national market. I have no great illusions that the novel will go further, as it is still in the rewriting stages, but it was free to enter and I had nothing to lose. I am now working on completing the edits given by Rita M. Reali, and rewriting with the constructive advice of agent Gina Panettieri."

Thank you for sending the info about the brags. **Jessica Haight** has a bit of a brag for her middle-grade novel, *The Secret DMS Files of Fairday Morrow*. This past week, the book has received two wonderful reviews. "Fifth grade has already started, so Fairday Morrow is less than thrilled about her family suddenly relocating to the small town of Ashpot, Connecticut. Fairday is used to the faster pace of Manhattan. The awful part is that Fairday can no longer see Lizzy Mackerville every day. Lizzy has been Fairday's best friend since first grade. She is also the only other member of the Detective Mystery Squad "DMS." (Oh, others have tried to join the DMS, but none had been able to answer the riddle necessary to enter the elite squad.) However, their parents have promised that Fairday and Lizzy can get together at least once a month." HUNTRESS REVIEWS (<http://www.huntressreviews.com/>) Reviewed by Detra Fitch. 4 STARS!

Life After High School: Traits that Help & Traits that Hurt by **Olive Peart** Price: \$2.99 eBook. \$4.99 print. ISBN: 978-1-937143-14-5 This no-nonsense text offers strategies for dealing with life after high school. The guide explains positive and negative traits that can help or hinder teens in their post high-school life and give readers tips to identify the path to success and avoid the route that often leads to failure.

The ABCs of the Editing Process: Writing to Standard English By Roberta J. Buland

My dad and best friend died 15 years ago this month. I dedicate this column to his memory.

Joseph Friend was a highly respected citizen in his community in Chester, Connecticut — and his reputation as a public speaker was known throughout the state. His one regret was that he had to quit high school before finishing ninth grade in order to help support his parents and siblings. That is, his formal education ended. But, he continued to educate himself and challenge his abilities all his life. He was apprenticed to a farmer so when his folks bought a farm, he could help run it and eventually take it over.

He became a successful businessman through a lot of hard work and self-education. Many years later, he read the book, *How to Win Friends and Influence People*, by Dale Carnegie. I often wondered if he picked up the book because the title contained the word, “Friends,” and his surname was Friend, or if he wanted to learn the how-tos the book’s title suggested. Whatever the reason, he took the Carnegie courses at night. Later, he became a Toastmaster. I don’t know

when he practiced his speeches, because he always seemed to be working or carrying out civic responsibilities in town or helping me with my homework. But, he won many public speaking prizes and, to this day, I cherish some of his trophies.

So, recently, when the teacher of a class I attended said, “You know, it’s one of those sentences that build on each other, you know, a....”

“Dependent clause?” I said.

“Yeah, that’s it. English! Ugh! You must be a grammarian.”

“Not really, just majored in English.”

“Oh, that’s hard.”

“Yes,” I said. “But, then you need to know English these days.”

Establish Creditability

It was not my intention to put down the well-educated teacher, but I wanted to draw her attention to the necessity of using a standard of English that would give her creditability. Too often teachers of subjects other than English feel they don’t need to be grammatically correct, as long as they make the intended point. However, a teacher is often a role model. If you were an established

author teaching writing, would you “mess up” the language?

Dad probably didn’t know the term “dependent clause” either, but he developed his speaking ability to a high standard.

I’ve touched on this issue many times because my dander is aroused when someone either makes a derogatory remark about English, or doesn’t know the language well.

Whether a speaker or a writer, it is necessary to use a standard of English that will give one creditability to the intended audience.

Continue Educating Yourself

In addition to establishing creditability, another point is the need to continue to educate oneself in his/her profession or to take elective classes. Doing so widens horizons and opens up many new vistas.

Dad didn’t finish high school, but he used to write beautiful letters to me in the days when one didn’t casually pick up the phone to make a long-distance call or use any of the myriad of technologies available today to communicate. Among the many things he learned to do was to teach the card game of bridge as an adult-education course. He wrote, “You know, I never



finished high school, but now I’m teaching in one.” As I read that sentence I cried. When I read that sentence, I was so proud of him because he had achieved so much. He had learned early on to build on what he knew and value whatever he learned.

I’ve spent my career establishing the need to communicate well. Editors are not made overnight, and neither are authors.

Questions or comments?
Email: rjbuland@comcast.net

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

Your Marketing Platform – The Smaller the Better By Brian Jud continued

who provide one or more of these benefits. Do you need expertise in different market segments? Broader geographical reach? Additional distribution channels to non-bookstore retailers? Sales or financial advice to negotiate large-quantity orders more profitably? Or must you eliminate links to people who sap your energy? Know what you need and do what is necessary to rectify the situation.

Do not seek a large quantity of people in your platform.

Build a strong, balanced foundation of compatible, frank and committed people who will help you build your revenue by reaching out to their spheres of influence with a positive message in support of you and your books.

