

The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 18 Issue 10

October 2011

Karlee Turner to Speak on Historical Fiction



CAPA Member Karlee Turner will be speaking on historical fiction at the October Meeting in Avon. She says "I haven't always loved history. Actually, as a young person I thought nothing could be more bor-

ing than having to learn stuff about a bunch of dead people. 'What fun is history when I am not in it?'

Aptly stated by a high school student and quoted by Persia Wooley in her book, *How to Write and Sell Historical Fiction*. Not until I returned to school as an adult to earn my BA did I discover that I was actually "in history", too. I gained a new passion for history all because of three inspiring professors at Trinity College in Hartford."



MEET A MEMBER Joyce Boncal By Ursula McCafferty



Joyce Boncal was a delight to interview. Her replies to my questions were short, sweet and to the point. Although Joyce spent one year in Hawaii, she is a real Connecticut Yankee, born here and lived

here all except for that one year. Even the stormy weather of 2011 didn't dampen her spirits.

Although writing is a big part of her life and her career she has not yet published a book. In fact, she has done a considerable amount of writing; she is a former writer/editor of a real estate magazine and writes a weekly blog about business networking. In spite of the fact that writing is not her full time occupation it is certainly a major part of her "day job" in public

relations. She writes press releases, copy content for websites, brochures, scripts for videos, etc.

Joyce also lectures on: "Public Relations on a Small PR Budget". If you check out the video on her website <http://www.advertiseyoulive.com>, you may notice a theme about nametags and their importance in networking meetings. This is something to which everyone who has ever attended a CAPA meeting can attest.

Joyce is currently writing a children's fairy tale. She actually wrote it when she was 10 years old and is now revising it. It was this project that led her to joining CAPA.

She is impressed with number of knowledgeable members and encourages anyone who wants to write or publish to join.

At present her "family" consists of a Maine Coon cat named Queenbee. Her loveable feline follows Joyce everywhere and sits in her lap when she is writing.

continued on page 3

Inside This Issue

Baking With Barb p. 2

Developing a Social Media Plan p. 3

Five Minutes p.4

Marketing Your Book on Facebook p. 4

New Writers' Critique Group for Authors of Children's Publications p. 5

Contest: What Stirs Your Writer's Soul? p. 5

E-Authors p. 5

Schedule of Upcoming Meetings p. 6

Quick Editorial Tips to Reduce Redlining in Your Manuscript p. 6

Why Bad Things Happen to Good Titles p. 7

Structured Feedback p. 7

Celebrating Success p. 8

The ABCs of the Editing Process p. 9



Baking With Barb by Barbara Klein

Peanut Butter Swirl Brownies

I have fond memories of my first year teaching at Edgewood Elementary School in Elwood, Indiana. The students were adorable and their cafeteria put out some mighty fine grub. This waddling momma-to-be took full advantage of the great food. The cafeteria ladies made homemade hot rolls a weekly occurrence, along with their sticky honey-butter biscuits. They made cream pies from scratch and rich rice pudding for anyone who was a cleaner. It was there that I first had melt-in-your-mouth peanut-butter brownies. If I had only made a cookbook of their recipes, I'm sure it would have sold like Julia

Child's. Sadly, today's school cafeterias don't have the same fine reputation. Frozen pizzas, chicken nuggets and hot dogs are the prefabricated fare at most school eateries. You can't even eat a PB&J anymore. Don't you miss the good old days?

I thought I had the peanut butter brownie recipe one of the cafeteria ladies gave me; but, after scouring the food files and not finding it, I resorted to Google. I examined several recipes and found one not exactly like the cafeteria ladies' recipe... but with a few tweaks it was a close second. Try it and see what you think.

Ingredients:

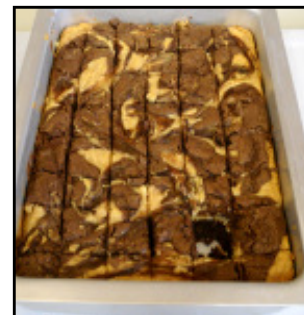
1½ cups sugar
3 eggs

2 sticks butter, melted
2 teaspoons vanilla
1¼ cups flour
¾ cups Hershey's powdered cocoa
½ teaspoon salt
1 cup dark mini chocolate chips

2 8-oz. packages Neufchatel, (room temperature)
¾ cup peanut butter
¼ cup sugar
1 egg
2 tablespoons milk

Preheat oven to 350° and spray an 11 x 16" or 9 x 13" pan with baking spray. Beat the sugar and eggs together in a large bowl, then add butter and vanilla to mixture. Combine the next four ingredients, flour through chocolate chips, in a medium-size bowl and add to first mixture. Set aside one cup of the batter and spread remainder into greased pan.

Combine Neufchatel, peanut butter, sugar, egg and milk and mix until fluffy. Carefully spread atop the chocolate layer. Drop dollops of chocolate batter by tablespoons over the peanut-butter layer. Gently swirl through layers. Bake until brownie is set and does not jiggle when shaken — about 40 minutes. Cool before cutting. An experienced grandma told me brownies are done when you can smell their aroma. Do you agree?



CAPA Board of Directors CAPA Officers & Board Members Contact Information

Founder	Brian Jud	brianjud@comcast.net
President	Richard Moriarty	rmoriarty285@earthlink.net
Vice President	Steve Reilly	sriles40@aol.com
Treasurer	Brian Jud	brianjud@comcast.net
Secretary	Rita Reali	rita@realifamily.com
Historian	Jerry Labriola	Labriola00@aol.com
Immediate Past President	Dan Uitti	dan@uitti.net
Past President Emeritus	Beth Bruno	bethbruno@comcast.net

Committee Chairs

Newsletter	Peggy Gaffney	gaffney@kanineknits.com
SECAPA Chairman	Tom Santos	santostom@comcast.net
SWCAPA Chairman	Steve Reilly	sriles40@aol.com
Program	Shirley Webb	authorswebb@aol.com
CAPA University	Richard Moriarty	rmoriarty285@earthlink.net
Membership	Dick Benton	robenton@optonline.net
Refreshments	Barbara Klein	barb@kleinfamily.us
Webmaster	Peggy Gaffney	gaffney@kanineknits.com
Writer's Workshops	Roberta J. Buland	rjbuland@comcast.net
The Big E Bookstore	Deborah Kilday	washigon@aol.com

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

Editor—Peggy Gaffney, Meet A Member Column—Carol Healy
Copy Editor—Rita Reali Staff Photographer—Deborah Kilday, Chris Blake—Staff Writer

Meet A Member — Joyce Boncal

continued

Busy as Joyce is, she does have a few hobbies. She is a photographer, a gardener and a general “handyman.” The photographs she takes along the seashore she converts to “Sea Notes.” Her gardening efforts go into growing vegetables; she freezes some and gives some away and she makes her own raspberry jam. She tells me she is handy with tools and, when it is time to build her house, she can pitch in with hammer and saw. She

already has the lot on which she plans to build.

For now, Joyce’s main goals are getting her book published, getting her house built and, after completing 10 speeches with Toastmasters International, attaining her “Competent Communicator” designation. You can actually catch Joyce’s fun video style and love of Connecticut at: <http://www.youtube.com/watch?v=QfKuxis5MoE>.

Developing a Social Media Plan

by Alice C. Stelzer

There are hundreds of people on social media sites telling us how best to develop our platform. One of the big questions that isn’t asked is where you are in the project you need to market. If you are almost finished, you need more social media. If, like me, you have finished researching but just begun the writing, spending too much time on social media is detrimental.

When I first started my social-media journey at aliceplouchardstelzer.blogspot.com), it was difficult to deal with the problems that are inevitable with setting up programs and not let the frustration put me in a non-writing mood.

I found the process intimidating and time consuming. With a goal to getting control of my social media, I participated in webinars and read everything I could find about social media. The lessons I learned helped me conquer the beast and have a social media plan that works for me.

Once my Facebook fan page was set up and my LinkedIn and Twitter accounts were going, I set up a schedule for myself. For 45 minutes in the morning, I quickly check all three, answer any mentions, follows or comments. In the evening, I do the same thing. I set up my timely with some tweets for the next day and I’m done.

One third-party program I use is the free part of timely.is. With it, I can prepare tweets and put them all in at one time and timely will tweet them on Twitter at various times

during the day. That way you are reaching more people. One of the reasons for auto-posting on Twitter using other media is that the Twitter feeds move so fast. No one sits there (I hope) and reads all the tweets as they go by.

There are third-party software programs that take a tweet and distribute it to other social media sites. leek.me is one. There is small charge for leek.me, dependent upon how many sites you use. I haven’t used it yet.

Be careful with Facebook. Facebook has started lumping together into one post all the automatic posts from anyone’s Twitter when there are too many. The same is true for NetworkedBlogs, hootsuite and pretty much anyone who posts too much. Not all readers are going to bother to read the “lump.” Facebook readers (and the organization) become annoyed with too much posting. On Twitter, being visible means you need to post often.

You also should reply to every Twitter mention or message or Facebook and LinkedIn comment. You are building a relationship, and being polite is important.

I see many people who tweet or comment silliness that has nothing to do with their book or business. The main point to remember is that whatever you do, make it relevant.

Alice C. Stelzer, Freelance Journalist
aliceplouchardstelzer.blogspot.com
Twitter.com/acscwp
Facebook.com/aliceplouchardstelzer
linkedin.com/pub/alice-stelzer

CAPA DUES RENEWAL TIME

SAVE THE DATE: MAY 12, 2012 — CAPA-U

Five Minutes

By Sara E. Strecker

While discussing my current writing project with a friend, the question came up, "I've always wanted to write a novel, but where can I find the time?"

I stopped him there. "There's always time." Seems like everyone wants to write a novel but there is constantly an excuse. Time is usually the one cited.

I'm a research scientist. This means that I have multiple five-minute blocks during the day when I can't do anything. I'm almost always waiting for something to finish "brewing" so I can

move on to the next step of my research. (We're told to read papers during these breaks; however, by the time I've deciphered the title of the paper, my five minutes is up!) Normally, at least for most of my colleagues, those five-minute windows are wasted. E-mails are checked. News sites are browsed. Five minutes is just enough time to read though a blog or comment on Facebook.

I like my five-minute breaks, but I don't check e-mail or browse the web; I write. Five minutes is long enough to get a thought on

paper. It may not be the best thought – but once it's in black and white, it's no longer a thought. Once you put the idea down, then you may do with it what you choose. You can erase it or edit it or put it into a novel. Sometimes it seems even more profound than it did when it first entered your head. Oftentimes, at least in my case, it's absolute dreck. But, now that it's a concrete entity, even if it's just written on a paper towel, I can play with it.

All 75,000 words of my latest work were written in five-minute chunks – usually

100 words at a time. Let's say though, you aren't a research scientist. You're a busy working mother or a teacher or a businessman and your day doesn't have five-minute chunks. This is where the television comes in. The average hour TV show is only 45 minutes of actual programming. A whole quarter of an hour is spent listening to the same old commercials most people couldn't care less about. So, in those 15 minutes, I urge you to write. .

Take those five minutes that randomly appear throughout the day and make the most of them. Who knows? Maybe you'll get that novel done after all.

Marketing Your Book on Facebook: Using Social Media to Attract Fans and Customers

By Chris Blake
Staff Writer

Writers can attract large numbers of fans and book buyers without a huge marketing budget by using Facebook to market themselves and their work, author and *Authority* editor Peggy Gaffney asserted. Gaffney was the featured presenter at CAPA's September 17 meeting in Avon.

Gaffney shared numerous tips and insights on how to build an audience using Facebook tools that are available to anyone.

"The best of the best is Facebook. It has 700 million users and growing," Gaffney said. "It's a place where you can connect with your readers, get to know them and they get to know you, build credibility, make contacts, and build a following."

Gaffney stressed it's important to focus your Facebook page on your core audience — those with similar interests who will understand your message, background and book. She outlined a number of steps authors should take:

- Create an author profile that states who you are, what genre or topics you write about and what books you have written.
- Claim a custom URL. This gives you

credibility as a business and it's easy to remember when you put it on your business card.

- Design a Facebook fan page. People get to know your work and "Like" it and they can recommend it to their friends.
- Create Facebook groups based on your book's topic.
- Use status messages on Facebook to convey news about book promotions, discounts, new titles or events.
- Network with other authors in your niche. Locate authors in your field and share information, reviews and more.
- Create a Facebook website. This will promote you and your books to your readers.
- Sign up for Writer to Reader Networking, a free online course through which writers learn how to use Facebook to market their books.

Gaffney advises authors against using their personal Facebook page to market their books. "Personal is personal. Your fans are not interested in your cousin's baby or your aunt's operation. They're interested in your books."

Writers can use the Facebook wall on their author page to post updates or links to essays on writing published on their blogs.

"Authors don't like to think of themselves as business people," she said. "But your books are your business. You have a book to market and what you need is help marketing it."

Writer to Reader Networking

The Writer to Reader Networking Course will take the writer through the process in a step-by-step fashion. Writers can find the free online course by typing the terms "writer to reader networking" in the search box on the Facebook page.

The site is sponsored by Jo Barnes of the United Kingdom, Jared Elvidge of Utah and Peggy Gaffney.

"I have ten published books and my marketing budget for the past two years was \$50 total," Gaffney said.



Writer To Reader Networking

Peggy Gaffney and Friends Jo & Jared Help Writers Reach More Readers Through Networking!

New Writers' Critique Group for Authors of Children's Publications

By Barbara Klein

The life of a writer can be a lonely one, unless you are involved with other like-minded people. I discovered a critique group for writers of children's literature while living in Texas. It gave me just what I needed. Once a month we met at a coffee shop a short distance from home. The friendly people inspired me to write — but more than that, we shared our stories, books, query letters,

rejections and successes. We supported each other and, even when I moved away, we kept in touch. I do miss the group and the camaraderie.

But since coming to CAPA, I have found many friends with a wide range of expertise. After announcing that I wanted to start a new children's writers' critique group, I immediately got a response. Now we have a new group that began last January and meets monthly.

We have four "regulars" who join us at 7:00 p.m. at Mill Race Book Shop in Farmington on the third Tuesday of each month.

If you are interested, please join us and bring five to seven copies of your manuscript, article or story. We'll critique our work, share our knowledge, polish our papers and celebrate our accomplishments! For more information or directions, email: barb@kleinfamily.us.

CONTEST: What Stirs Your Writer's Soul? Deadline October 15

What stirs your writer's soul? Answer this question in 250 words or less and Karen M. Rider will upload it as a guest post on her blog, "Soul of a Writer."

Karen invites writing colleagues of all genres to submit about any of the following topics related to "What stirs the soul of a writer?"

Why did you write your most recent story?

What made you stick with a character that gave you more trouble than fun to write about?

What compelled you to share details of your life in a personal essay or work of creative nonfiction?

What made you want to tackle historical fiction and why did you choose the time period your most recent work is set in?

Why do you write?

How do you feed your muse?

What made you choose the setting for your current work-in-progress or most recent published work?

Where do you find inspiration for your stories?

Write about what the topic "stirs a writer's soul" means to you!

Karen's blog receives 250-600 hits a month, depending on time of year, content and frequency of posts. Her

website receives 300 hits per month (since February 2011) with more than 100 return visitors each month. 12% stay on site to read from 2-10min. 5% read for an hour or more. She will post the content that has the best match for her blog audience. Submit your post with a 60-word bio on or before October 15.

Subscribe to Karen's newsletter to find out if your post will be uploaded and the date. You'll also find out when other CAPA member's posts are going up.

Questions? Contact Karen by email at karenmrider@comcast.net.

Ruminations on E-Authorship

by L. Jack Singer

As a fledgling, yet age wise and mature, author I would like to make a few comments regarding Agents.

In the two short years that I've been a member of CAPA, I have come to the conclusion that agents are too often depressing and an impediment in the pursuit of the joy and satisfaction an author gets from putting his or her thoughts to the page.

I also consider the rules and regulations surrounding the construction of query letters to be the equivalent of fraternity or sorority hazing.

While I readily agree that the navigational aids that an agent provides through the quagmire of copyright issues, document ownership and reprint options, are

invaluable, I would take issue with an agent's inclination to demand, or strongly recommend, rewrite.

I consider the relationship between the author and his or her editor to be almost sacrosanct. It is there that decisions might be made regarding flow, cadence, chapter positioning and title. The relationship there is based upon mutual respect and recognition of one another's skill sets; not the salability of a product.

I suppose my age might influence my attitudes in this matter, but when I hear of an author toiling over a novel for several years, only to have an agent demand one or more rewrites, I shake my head in disgust. Perhaps I do not have the luxury of time to spend on rewriting. Perhaps oth-

ers have come to the same conclusion... whatever their ages might be.

Perhaps the upsurge in the number of short stories, memoirs and poems being produced recently is evidence to support my contention that the novel is just too much work, and often subjected to the pitfalls of obsolescence of theme and subject matter.

With that thought in mind, I applaud CAPA for highlighting the process of e-publishing, and the pathways to self/independent publishing.

The lectures CAPA has made available to its members on social networking branding, web-page development, etc., are well worth the price of membership.

Schedule of Upcoming Meetings

CAPA-SE MEETINGS: Goshen Monday 7:00 pm

October 17 **Meetings: Topic TBA**

CAPA CENTRAL MEETINGS: Avon Saturday 10:30 am

October 15 Karlee Turner speaks on Historical Fiction

November 19 Brian Jud speaks on Beyond the Bookstore, Selling Your Books In Large Numbers.

December 17 Annual CAPA Christmas Party

CAPA SOUTHWEST MEETINGS: Shelton Monday 6:30 pm

October 17 **Meetings: Topic TBA**

Quick Editorial Tips to Reduce Redlining in Your Manuscript by Nancy Hooper

Writers know the importance of having our work edited by a professional. As an editor, I offer these grammar rules and writing suggestions to reduce the amount of redlining on your manuscript.

Watch your punctuation. A common mistake is to separate the parts of a compound verb by a comma preceding the conjunction, especially if the **objects** of those verbs are compound, complex. We get lost in the complexity of the objects and lose track of the single subject, e.g., “I went to the store to buy print cartridges and wound up buying a computer, software and a printer.” The compound verb here is “went and wound” with the single subject “I.” The verb doesn’t require a comma. However, had the sentence another “I” before “wound,” “cartridges” requires a comma; the second “I” creates a compound, complex **sentence** —

two sentences with one period. Better yet, “I went to the store to buy print cartridges; I wound up buying a computer, software and a printer.”

A similar mistake occurs when the introduction to a list and the list form either a declaratory sentence or a bulleted list. In either instance, do not use a colon after the verb. It would also separate the verb from its direct object. This sentence requires no colon after “must”: “To complete this job we must spackle and paint, clean the floors, hang the draperies and bring in the furniture.” As a bulleted list, it would appear

To complete this job we must

- Spackle and paint
- Clean the floors
- Hang the draperies
- Bring in the furniture

However, a bulleted list introduced by any form of “follow” requires the colon.

Another cause for heavy redlining is redundancy. We’ve heard these phrases so often that we don’t analyze what they mean. Consider “newborn infant,” “close proximity,” “lift up,” “capitol building.” “Newborn,” “proximity,” “lift,” and “capitol” stand alone. The list of such phrases is long. Think about it, and you’ll soon generate your own list.

Wordiness is another editorial red flag. “In order to” works fine as, simply, “to.” Change “on a regular/daily/monthly basis” to “regularly/daily/monthly” for more concise phrasing. Similarly, “at some point in time” contracts to either “at some point” or “at some time.” What phrases do you use regularly? Which among them are wordy? Think tight, concise.

These pointers can improve your writing and make the editorial process easier.

Nancy Hooper has owned and operated Hooper Editing Services since 1986. These editing suggestions come from her in-process book, Word Express.

Contact her at nancy.hooper@snet.net.

“Writing isn’t about making money, getting famous, getting dates, getting laid, or making friends. In the end, it’s about enriching the lives of those who will read your work, and enriching your own life, as well. It’s about getting up, getting well, and getting over. Getting happy, okay? Getting happy.” — Stephen King, *On Writing*

Why Bad Things Happen to Good Titles

by Brian Jud

In some ways, books are like humans. They enter the world as babies, full of potential and opportunity, with proud parents boasting great visions for their children's success. But as they grow, something happens and not all become the success their parents hoped they would be.

The same process occurs to many titles, and their authors may never fully understand what went wrong. But you can improve the chances of your offsprings' success by using a checklist to predict if a particular book has a chance of becoming successful. Here are general characteristics of a potential winning title:

The industry is in a growth stage with demand, sales and profits all increasing.

The content has diverse market attraction (mass market appeal; wide acceptability).

Broad availability (readily distributable to markets via present or existing channels).

Little reliance on ups and downs of economy (or able to be repositioned).

Little or no seasonal variations.

Customers are congregated in easy-to-reach geographical concentrations.

A unique point of difference (fills a market need; not a me-too title).

Priced competitively and easy to produce at a marketable cost (not a lot of die-cutting, shrink-wrapping of components, etc).

Lends itself to existing promotion and advertising techniques.

Saleable to present customers (you already know who and where they are).

Has a low break-even point.

Suitable for rights sales (foreign, serial, movie).

The author has a recognized reputation in the target niche.

The publishing process is not hurried to meet artificial deadlines or an imposed number of titles to publish annually.

Published with adequate marketing support planned throughout its life cycle.

Adequate planning.

Proper implementation of the plan

Good production quality.

Introduced into the right market.

It has a good title.

Proper forecasting.

Proper financing. Don't spend so much on production that there is little left for promotion.

The author has a long-term perspective.

Don't rely on distribution channel for selling activities.

Applicable to sell through bookstores and in special-sales markets.

It is marketed with perpetual promotion.

Brian Jud is the author of How to Make Real Money Selling Books and now offers commission-based sales of books to buyers in non-bookstore markets.

For more information, contact Brian at P. O. Box 715, Avon, CT 06001-0715; (860) 675-1344; Fax (860) 673-7650; brianjud@bookmarketing.com. Visit Brian at www.premiumbookcompany.com; follow him on Twitter @bookmarketing.

Structured Feedback: Get the Right Answers by Asking the Right Questions *Chuck Miceli*

Using structured feedback will help improve your writing and increase your chances of getting it published. The degree to which it helps depends upon what you ask and how you ask it. To construct a simple feedback instrument, three question types should be sufficient: the closed-ended, the open-ended, and the evaluation question.

Closed-ended questions require a single, specific response. They can often be answered in one word, typically, yes or no. For example, "Are the characters believable?"

They are easy to construct, may be answered and

evaluated quickly and don't intimidate those who are responding. Reviewers are more likely to answer multiple questions constructed in this manner. For these reasons, this question type should normally make up the bulk of those you ask.

The shortcoming of closed-ended questions is that each provides a limited amount of information. To be useful, you could ask several for a single category. For instance, in the above characters example, we could also ask, "Are there any characters that are too superficial or too detailed?" Be sure to ask your reviewers to provide specific references and examples.

Open-ended questions cannot be answered with a yes, no or a single piece of information. They require the reader to make a statement, and explain their reasons for it. For example, "How did you feel after reading the first 50 pages?" This will yield much more useful information than the closed-ended question, but it will take the reviewer significantly more time to answer and you more time to evaluate. Therefore, you need to be selective about how often you use open-ended questions.

Evaluation questions come in many forms, but all have the same basic purpose: to judge the value of the ma-

terial in relation to something else. For our purposes, an easy form of the evaluation question is to put the values on a scale, and ask reviewers to choose one. For example: As compared to similar books you've read, how would you rate this one?

- 1 Poorer than most
- 2 Poorer than some
- 3 About on par
- 4 Better than some
- 5 Better than most

By using these three basic question types, and focusing them on the most important aspects of your book, you will be able to identify specific areas for improve-

Continued on p. 9

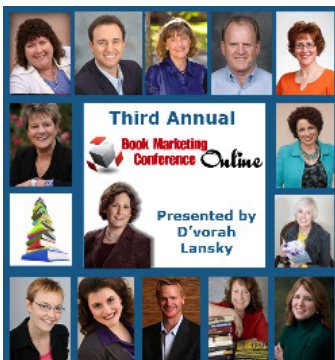
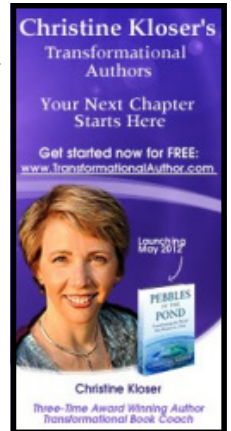
🌀 Celebrating Success 🌀



Tido H. Holtkamp is marketing his book, *A Perfect Lady – A Pictorial History of the UACG Barque Eagle*. He gave a presentation/book talk at the Waterford library on August 11, resulting in good sales and a long article in the Waterford paper the next day. He sold the book at the *Eagle Crew Reunion* at the end of August and at the *Coast Guard Alumni Homecoming* weekend in September. He has several book talks scheduled for October. His article “**America’s Tall Ship**” appeared as a 6-page spread in the September issue of *Connecticut Explored*, the history

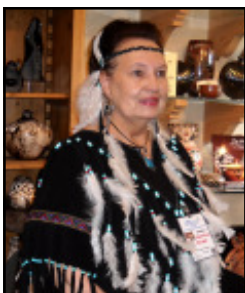
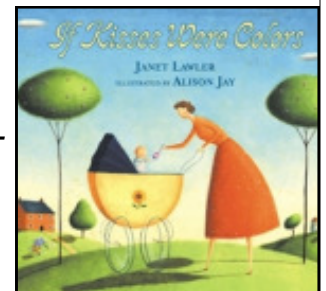
magazine.

Christine Kloser wanted to brag about the fact that her new book *The Seeker, The Search, The Sacred* has just been published. “We long to know that who and what we are has meaning, in and of itself —no matter what. We wish to know — intimately — our own true Story, to share in its open-ended and infinite possibilities, not keep spending our precious time chasing dreams of fulfillment that are always ending!” Find her online at: <http://www.christinekloser.com/guyfinley>



D’vorah Lansky featured our very own **Brian Jud** as a guest expert in her Third Annual Book Marketing Conference Online! Brian joined 12 other book marketing experts as they presented on a wide variety of book marketing topics in this virtual conference environment. In addition to hosting this event, D’vorah presented several hands-on workshops. If you’d like to know more about it, head over to www.BookMarketingConference.com.

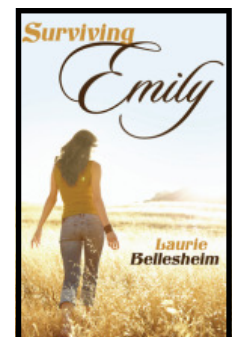
It was announced that UK English rights for **Janet Lawler’s** first picture book, *If Kisses Were Colors* (Dial Books for Young Readers), were recently renewed for an additional ten years by Templar Publishing.



Shirley Webb announced that she sent her new manuscript, *Echo of a Sunrise*, to Dance With Bear Publishing and they sent her a contract right away. It should be ready sometime in March or soon after.



Laurie Bellesheim’s first novel, *Surviving Emily*, was just released last week! Everyone is invited to read more about it on <http://www.SurvivingEmily.com>. “When Abigail went to wake her best friend Emily, she had no concept of the nightmarish horror she was about to encounter;...”



The ABCs of the Editing Process: Words with Pizzazz

By Roberta Buland

While recently editing a book, I came across a word I had never seen or heard before, “emoticon.” I almost queried it, but decided, instead to Google it. Emoticon refers to the new “texting” vocabulary. The author used several text messages to reinforce his plot and character development, and he had the foresight to realize that not everyone would be familiar with all the new emoticons, so he included the translations. This was a smart move on the author’s part because English is expanding faster than anyone can process all the new words that come into existence daily.

Mankini, denialist, jeggings... what do they mean?

Like next year’s new model cars, this is the time of year when someone publishes a list of new words that have been accepted into the language. The *Concise Oxford English Dictionary* prides itself on releasing new words that will be added to its next edition. An article, “New Words to Live By,” written by Meghan Daum, appeared in the *Hartford Courant* (September 4, 2011). She has motivated me to share with you some words that might add pizzazz to your writing. Instead of saying brief for men’s underwear, you could use the word, mankini (a bikini for men). If you

want to describe a character in denial, try denialist, one who will not accept a reality that is verifiable because he/she feels uncomfortable with it, or is simply ignorant. Best of all in this article is the new word, jeggings, a pair of tight-fitting stretch pants for girls (and by extension, women) that look like denim jeans. This word connotes a new fashion find that describes to me what teenagers and older have been wearing without being aware that there is another word to describe “tight.”

BTW, or by the way, denialist, mankini and jeggings are underlined in red on my computer, indicating that they are not “real” words, at least in my edition of spell check, one more reason not to rely too heavily on spell check as I’ve cautioned in the past. You’re free to use them, though, because they are in vogue, no pun intended. Today, LOL and FYI are indispensable — a tribute to modern technology.

What are new words for?

If you dig deeply enough, it will become evident that new words read like a timeline or history of language. Sixty years ago “antibiotic” and “clone” were added to English. Consider that 50 years ago, “breathalyzer,” “astronaut,” and “supermarket” came into usage. “Switched on” came in the 1970s and favorite foods like “pizza” and “nacho” came later than that! I remember when my neighbor baked a pizza for us from scratch. Commercial pizza home deliv-

ery was non-existent then. Now a days, every hamlet or city abounds with pizza hangouts.

“B o t o x ” came into the language in 2001. In 2006, we saw “civil partnership”

and “nuclear option,” although the latter was being tested long before then. In 2008, “E-reader” and “subprime” were added to the language, words we couldn’t live without today.

A word you might enjoy writing into your next manuscript is “woot,” an expression of elation or enthusiasm or triumph.

So, if you’re bored with everyday words, try using “emoticon,” “denialist,” “mankini,” or “jeggings,” or any of those new words mentioned. Spice up your writing with new words. But, be sure they are acceptable and understood by your target readers. Check with an editor if in doubt.

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



Structured Feedback - Get the Right Answers by Asking the Right Questions *continued*

ment. In the process, you will greatly improve your publication chances.

Chuck Miceli is co-author of Fire Behind Bars, An Administrator’s Guide to Prevention and Control. His book Visiting Procedures was published by the National Institute of Corrections. Several of his poems and

prose recently appeared in Visions and Voices. Chuck is a member of CAPA and has recently completed his first novel, Amanda’s Room, a paranormal mystery. He has lectured extensively on Total Quality Management and has used the feedback instrument and guidelines discussed in this article to revise the drafts of his novel.

“Be who you are
and say what you feel
because those who
mind don’t matter
and those who
matter don’t mind.”

— Dr. Seuss