



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## “How to Fine Tune Your Manuscript For Publication” to be the topic of CAPA Central meeting June 18

Attendees at the June 18 CAPA meeting in Avon will participate in an interactive workshop on various aspects of editing. Roberta Buland, owner-editor of RIGHT WORDS UNLIMITED in West Hartford, will address questions such as: Why might you need an editor? How can an editor help you prepare your work for publication? What do you do with what's left out of the book? Come prepared with your own questions, also.

Members and guests who would like the opportunity to sample her services may submit their business cards or contact information for a chance to win a free 10-20 page edit of a work of their own choosing.

Roberta's editorial experience spans over 25 years in all phases of editing and publishing in most genres of fiction and nonfiction, including memoir, biography, how-to, spirituality, psychology, specialty professions, business, historical, romance, mystery, thriller, poetry, etc.

Roberta has been associated with major publishers, including *Readers Digest* and Wilson and smaller houses, as well as with Drs. Henry Lee, Jerry Labriola and others. She provides editing expertise for both first-time and experienced authors. Roberta's column, “The ABCs of Editing,” appears monthly in *The Authority*.

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## MEET A MEMBER Karen Anderson By Ursula McCafferty



Karen Anderson is a real Connecticut Yankee, born in Norwalk, grown up in Newtown.

Currently Karen's job description is: Writer, Blogger, Speaker. She contributes to various local publications and will take on certain “business to business” type writing. Prior to

becoming a freelancer, she spent most of her career as a plastics-industry trade magazine writer and editor. She also did a short stint in public relations and another as a corporate sales rep at Borders.

Karen has been writing and getting published her entire adult life. She has covered a truly varied field from pros and cons of blow molding versus injection molding to how to make sure you are wearing a properly fitted bra! She has written copy for an arborist, two local hospice organizations, a sheet metal fabricator, a college and a law firm — and the list goes on.

It wasn't until Karen started her blog, *Before & After: A real-life story* (<http://www.kclanderson.com/>) that

she found her voice. She started it in 2009 and by 2010 realized she had the basis for a powerful book, *After: A Real Life Story of Weight Loss, Weight Gain and Weightlessness Through Total Acceptance* (published in March 2011). Her book deals primarily with her battle with weight gain, loss and regain and how she finally stopped trying to change her body but, instead, changed her mindset. She describes the book as: Not just another book about how to lose weight. It is about the power of self-acceptance, and it's about realizing that it takes as long as it needs to take. And that's okay.

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### Meetings

Southwest Chapter  
Shelton  
6/13

To be announced

Main Meeting  
Avon  
6/18

Roberta Buland

Southeast Chapter  
Groton  
6/20

To be announced

Check the CAPA website  
for details.

## Baking With Barb

by Barbara Klein

Guest Cook: Rita Reali  
**Rita's Featherbed Eggs**

This past week I was busier than a worker bee: with four out-of-state visitors, a birthday party for my granddaughter, CAPA cooking and packing to move. I soon realized there was no way I could do all this by myself.

I emailed Rita with an SOS and she graciously stepped up to the plate — dinner plate that is — with her gorgeous Featherbed Eggs, chocolate-chip banana bread, pasta salad and platters of fresh fruit. When I arrived at the CAPA board meeting, I realized I could have stayed home and made breakfast for my guests. With this beautiful spread, Rita and her sister, Sweet Mary, were

already greeting guests. I handed over my goodies and rushed to the table for the latest news.

Thank you, Rita and Mary, for all your hard work and thank you, too, Rita for sharing your recipe. I know we can always count on you.

Rita assures me this is a simple and versatile recipe that you can make your own with a few simple changes.

### Ingredients:

6-8 slices thick-cut French toast bread  
 Softened butter  
 Fresh ground black pepper  
 2 cups shredded cheddar cheese  
 6-8 large eggs  
 2 cups of milk  
 ½ teaspoon dried oregano, (or

other herbs as desired)  
 Salt to taste

### Procedure:

First, spread butter on each piece of bread and line a large buttered dish with it. Then sprinkle on black pepper. (Here you may add a layer of your favorite sautéed vegetables — onions, garlic, broccoli, mushrooms or meat, such as chopped ham or sausage.) Next, spread the cheddar cheese over your toppings.

Beat the eggs with a wire whip in a medium-sized bowl, adding the herbs of your choice, salt if desired and the two cups of milk. Finally, pour the egg mixture

over the casserole, cover and refrigerate over night.

In the morning, uncover the baking dish and set in a cold oven. Set the temperature to 350° and bake your Featherbed Eggs until the cheese is light brown and puffy — about 45-50 minutes. Serve immediately because you know everyone's going to be running to the kitchen as soon as they smell that aroma. All you'll need for a fabulous meal is fresh fruit and coffee. Yum!



### CAPA Board of Directors CAPA Officers & Board Members Contact Information

<b>Founder</b>	Brian Jud	brianjud@comcast.net
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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

28TH OF THE MONTH

## Meet A Member — Karen Anderson continued

Karen's personal life includes the man of her dreams, husband Tim Anderson, three stepchildren Jeremy, Bryan, Jessica, Jessica's spouse, Sam, and their brand-new baby.

Karen is also a cat lover and has two lovely girls named Bella and Starla. Karen's hobbies include working out with kettle bells, taking walks on the beach, taking motorcycle trips with husband Tim, reading and yoga.

When asked what she hopes to find in

CAPA she replied that she wasn't sure yet. Sharing knowledge is key so that's one thing she's hoping to find. She is interested in participating in "meet the author" type events, and just knowing that there are other people who are on the same journey always helps.

Karen's book, *After*, is now available <<http://booklocker.com/books/5321.html>> Check out Karen's blog — "Before & After: a real-life story" [www.kclanderson.com](http://www.kclanderson.com).



## From Business Analyst to Romance Writer: Toni Andrews Tells CAPA-U Attendees About Her Journey to Becoming a Published Author By Chris Blake

It wasn't exactly the kind of romantic scene you'd picture in one of her novels. Toni Andrews was sitting on the toilet when she had her "a-ha!" moment in 2004. At the time she was a successful business analyst living in Miami with a nice condo, a car and a boyfriend. She was reading a self-help book she had picked up.

"The book asked four questions. Do you like your job? Would you do your job if they didn't pay you? If money was no object, what would you do? Is there any reason you can't start now?" For Andrews, the answer was clear: She wanted to write fiction.

"I just decided on a new career at the age of 44 with my panties around my ankles," she said.

Andrews was the keynote speaker at the annual Connecticut Authors and Publishers Association's CAPA-U annual conference May 7 in Hartford. She used her training as a business analyst to help her get started.

"A business analyst tells a client how to get from here to there," she said. "There's a lot of research involved. We get the subject matter experts, the

stakeholders and the employees together and we ask about the minutiae of their daily jobs. And then we tell them how to get from here to there."

Andrews took the same approach in launching her fiction-writing career. She sought out subject matter experts from the publishing industry. She bought a copy of the book, "Writing a Romance Novel for Dummies," by Leslie Wagner. She joined a local romance writers' group. During a writers' conference she had a chance meeting with romance writer Heather Graham and picked her brains.

Using her business experience as a guide, Andrews set goals for herself.

"I started at the end by defining my final goal — which was to make a living writing full-time — and then I worked backwards," she said. She set a series of small milestones she would have to achieve to reach her goal.

In order to write and hold down a full-time job, she often got up at four o'clock in the morning to work on her manuscript. She spent a

lot of time at copy shops, making copies and sending them out. She also sought feedback from agents.

"I went to a workshop and four agents told me that my book started in the wrong place," she said. "So I cut out the first chapter and a half," to start it in what turned out to be the right place.

She finished writing three books before she started looking for a literary agent.

"I learned it's not enough to write a great book," she said. "I needed to write a great book that an agent could sell to a publisher."

Andrews targeted a list of agents who represented authors in her particular genre. She found out where these agents would be appearing at conferences and met them in person. At one conference, she recognized her dream agent and bought her a drink at the bar. She pitched her novel and the agent expressed interest.

Andrews sent the manu-



script on a Monday morning and a week later the agent called with an offer of representation.

That was two years after her epiphany on the toilet.

"My career has had its ups and downs," she said. "I'm not 'there' yet but I know where 'there' is. Remember that the people in this room will help you get there."

*Learn more about the 2011 CAPA-U keynote speaker by visiting her website at <http://www.toniandrews.com/>*

**Adele's Connections — Web Help for Writers by Adele Annesi**

**BowkerManuscriptSubmissions.com (www.bowkermanuscriptsubmissions.com):** Bowker is an online manuscript submission service for authors seeking to present book proposals to leading publishers — in one step for \$99 per proposal.

**Google Alerts (www.google.com/alerts):** Google Alerts are e-mail updates of the latest, relevant Google results (Web, news, etc.) based on your choice of query or topic. You can sign in to manage your alerts.

**Grader.com (http://grader.com):** Grader is a suite of tools that helps measure and analyze your marketing efforts. Twitter Grader is a free tool for measuring the power, authority and reach of a tweet.

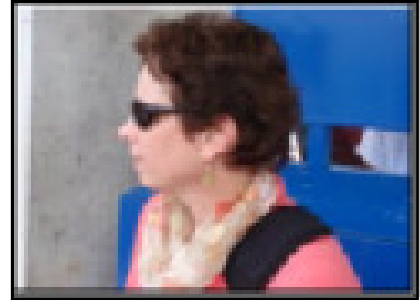
**Help a Reporter Out**

**(www.helpareporter.com):** This massive source repository provides expert sources who will respond directly to your query, on your terms. From *The New York Times* to ABC News to the HuffingtonPost.com, nearly 30,000 members of the media quote HARO sources in their stories. Sharing your expertise may land you that big media opportunity you've been looking for.

**HeyPublisher (http://heypublisher.com):** This online content distribution service brings together talented writers and eager publishers in need of great content. They're like iTunes for the written word.

**Hubspot (www.hubspot.com):** HubSpot offers inbound online marketing to get more website visitors and leads in search engines, blogs and social media.

**StumbleUpon (www.stumbleupon.com):**



StumbleUpon takes you to Web pages, photos and videos handpicked by your friends and like-minded people on your subject of choice.

*Adele*

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203.894.1908  
Press Pause Essays by Women Writers  
Art of Editing Workshop and Word for Words blog*

**Another Successful CAPA-U**



**GREET THE AUTHORS: MAY 21 & 22 — Olde Mistick Village, Mystic by Tom Santos**

After my successful “Meet the Author” campaign in November at the La-Grua Center, in Stonington, where we had over \$1,000 in sales in two hours, I wanted a larger venue for a spring event. The Olde Mistick Village hosts two large art events each year, drawing thousands of people to see the artists. So I thought, “Why not authors?”

After several meetings with the Olde Mistick Village, they agreed to host and sponsor a two-day event. The event was named, “Greet the Authors.” Now my real work began. I contacted all CAPA authors and publishers to query who would be interested in joining the two-day event. In preparing for the event I made 100 badges and 40 posters and laminated each.

Lists were issued that showed the authors (alphabetically) and their book genres. The Village printed up 500 copies of the lists, with a map of the Village to be distributed. Each author was matched with a store; and some had to be shuffled around, because the store wasn’t a fit for their books.

On May 21 & 22, “Greet the Authors” opened to the public at 10:00 a.m. each day. Someone suggested an “Open Mic” session, where the authors

would discuss their bios and books. I decided to have an Open Mic on the Green in the center of the Village and one at the opposite entrance near the parking lot. I then contacted the Stonington High School guidance counselor. Ms LaCombe sent me 23 students who volunteered to read over the two-day period. As an incentive, she gave the students extra credit for reading.

The Mystic Chamber of Commerce lent us their PA system for the Green, and I used my own PA system for the other stand. The students read for 1½ to 2 hours at a time, and then switched off with another student. I prepared a book for each mic, loaded with bios and book bios for each author.

The event was a spectacular success! Although the sales were slow, we received a lot of exposure and positive press. Five local newspapers and two internet papers carried our story.

See <http://stonington.patch.com/articles/local-writers-share-their-passion-at-greet-the-authors-weekend?ncid=M255>.

One local paper, the *Westerly Sun*, has 24 photos of the authors and shoppers on their “Spotted” in the Mystic section. See <http://thewesterlysun.mycapture.com/mycapture/enlarge.asp?img=35885623&event=1253137&CategoryID=30379&picnum=69&move=B#Image>

The Village would like to make this an annual event. I agree. The merchants welcomed us and made everyone comfortable; some even bought lunch for the authors. It was a nice sight to see the authors sitting at tables inside the stores, under a tent or on porches or lawns in front of the stores.

Helping me on Saturday and Sunday were CAPA volunteers Kathy Spenser and Lisa Saunders, who manned the Open-Mic tables; many thanks, also to Dick and Leilani Vitoriso and Mike Kilday for helping me load and unload my truck with all the equipment.

Peggy Gaffney has posted photos of the authors present on Facebook. And Lisa Saunders has created a site on YouTube with author interviews.

See <http://www.youtube.com/user/LisaSaundersCom>.

I thank each and every author for participating in this event for their cooperation, professionalism and for creating a friendly atmosphere; and thanks to CAPA President Richard Moriarty and his wife Peggy for visiting us. This is what CAPA members do.

GOOD WORK!

## Schedule of Upcoming Meetings

### CAPA-SE MEETINGS: Monday 7:00 pm

#### Summer Meetings: Location TBA

Jun 20:	Jan Kardys, Agent,
Jul 18:	Brian Jud, CAPA founder, author, publisher and Marketer.
Aug 15:	TBA
Sep 19:	TBA, Groton Public Library

### CAPA CENTRAL MEETINGS: Saturday 10:30 am

June 18.	Roberta Buland speaks on Editing
July 16	The annual CAPA summer picnic
August 20	Eileen Albrizio speaks on Fiction Writing
September 17	Peggy Gaffney speaks on Using Facebook to Market Your Books
October 15	TBA
November 19	Brian Jud speaks on Beyond the Bookstore, Selling Your Books In Large Numbers.
December 17	Annual CAPA Christmas Party

### CAPA SOUTHWEST MEETINGS: Monday 6:30 pm

June 13	TBA
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## Advertise your Expertise-- An Opportunity for CAPA Authors by Lisa Saunders

**Publish** – On the “HOW TO” Blog  
**Present** – At the “HOW TO” Variety Workshops

**Social Media** – Your video on YouTube & Facebook

#### “How To” Blog:

Submit a “How To” article pertaining to your field of expertise. Visit the “How To” Workshops and Speakers Bureau blog at: <http://howtoworkshops.blogspot.com>, and click on the submissions instructions link in the sidebar (please review the other posts so you don't submit a topic already published). Once your article is published, you can use the tools at the bottom to e-mail it to your mailing list and post to Facebook, Twitter, and Google profile. Examples of articles already published: “How to Get Publicity”; “How to Get a Job”; and “How to Get Published,” by Lisa Saunders

#### “HOW TO” Variety Workshops:

5 minutes in front of an audience of potential customers and business partners. Present your “HOW TO” on “stage” at one of the upcoming Variety Workshops. \$25 fee for guaranteed

placement and pre-performance promotion (press release, etc).

#### Examples of previous presenters:

“How Does Acupuncture Work?” Kathleen T. Poole, Mystic River Acupuncture  
 “How to Lift Weights,” Chris Annino, Mystic’s “Strongman”

“Simple Steps for a Healthy Relationship,” Danielle Drugan, Mystic Therapy, LLC

“How to Make a Living as a Folk Singer,” Geoff Kaufman, Musician

#### YouTube:

The video of your “HOW TO” presentation posted on YouTube for high ranking on Google searches! Additional \$25 for video. “I sent Lisa’s video to my Facebook page and a person saw it and ordered the book online!” Nancy Rupert – co-author of *A View from the Snow Globe: A Journey in Cancer and Chemo*. See sample YouTube videos at: <http://www.youtube.com/user/LisaSaundersCom>

#### About Lisa Saunders

Lisa Saunders lives in Mystic, CT, with her husband and beagle/basset hound. Awarded the National Council for Market-

ing & Public Relations Gold Medalion, Lisa offers creative ways for business owners and artists to become known as experts in their field and esteemed contributors to their community. If you would like more information on the services she can provide, email her at [saunders-books@aol.com](mailto:saunders-books@aol.com)

#### Testimonial:

*“Lisa helped me revitalize my marketing strategy with innovative ideas. She repackaged a series of individual lectures I was giving (plus secured me three more) into a newsworthy item: ‘Senior Acupuncturist Kicks Off Spring Lecture Series,’ which became headline news in our local paper. Everyone saw it.”* Kathleen T. Poole, M.S., L.Ac, Owner of Mystic River Acupuncture.

*Lisa Saunders*  
[www.authorlisasaunders.com](http://www.authorlisasaunders.com)  
 Author of *Anything But A Dog!* (a homeless, old dog & my daughter disabled by CMV); *Ever True: A Union Private and His Wife; and Ride a Horse, Not an Elevator*



***Brag, blow one's own horn, bluster\*, boast, crow\*, exult, gasconade, gloat, grandstand, hotdog, jive, mouth\*, pat oneself on the back, prate, puff, rodomontade, showboat, shuck, swagger, vaunt***

***Note: we are trying to get a new name for the Brag Board.  
Submit suggestions to the editor.***



Wallingford children's author, **Dawn Aldrich**, has been invited to participate in the opening day of the Old Saybrook Farmers' Market, Saturday, June 25th from 9am to 12:30pm, under the tent at 210 Main Street. Amidst the many local produce and food tents, Aldrich and the local library will be helping to kick off the summer reading program for the school-age community. Aldrich is the author of *Auntie's House*, a pre-K through 3rd grade picture book that addresses separation anxiety from a positive, child's perspective. To learn more about Aldrich's future events, please visit her at [www.DawnAldrich.com](http://www.DawnAldrich.com).

**Christina Cody** has set sail her second children's book into the world. It's titled *The Pirate Scope*, and it follows her first children's book, *The Perfectly Imperfect Pumpkin*, which was published May 2010. Since *The Pirate Scope* debuted in early May, Christina has made return visits to many Connecticut schools, made an appearance as a featured guest on WTNH and has participated in local festivals and arts fairs. To sail with Christina on this maiden voyage, visit [www.christinacody.org](http://www.christinacody.org) or follow her two books on Facebook.



**Dave Ferry**, Illustrator and author of the book *Loose Threads: Observations of Life From the Slow Lane and Other Random Thoughts*, did a book signing & talk at MillRace Bookstore, 40 Mill Lane, Farmington, CT., Saturday, June 4 from 1-2 PM. Dave talked about his experience as a freelance illustrator, showed some of his Ad portfolio and talked about the origins and inspiration for his cartoon book. He also showed his line of humorous greeting cards called "Plain Spoken Cards."

**Janet Lawler's** next book, a Halloween pop-up, *Silly Ghosts*, will be released by Jumping Jack Press in August, 2011. Marshall Cavenish has just acquired her 7th book, *Snowzilla*, which will be published in fall 2012. This past winter was the perfect one for finding a home for this story about a giant snowman!



**Jason Alster** gave an interview about his new videos "Anyone Can Improve Their Own Handwriting" and "Being In Control: Natural Solutions for ADHD Dyslexia and Test Anxiety" on *A Book and a Chat with Barry Eva*.

The text for **Matthew Goldman's** (a.k.a. Constant Waterman) next book of boating journals, *MoonWind at Large: Sailing Hither and Yon*, has been sent off to his publisher, Breakaway Books. Illustrations are at least half completed. Pictured at right is the end piece.



**Nancy Tafuri's** *Have You Seen My Duckling?* makes the news in a study on gender in twentieth-century children's books. <http://www.maltastar.com/pages/r1/ms10dart.asp?a=15318>. Coming Out ~ January 2012 From Little Brown, Books for Young Readers *All Kinds of Kisses* by Nancy Tafuri. Her *Five Little Chicks* is now in classic board-book format from Little Simon! *Spots, Feathers and Curly Tails* and *Blue Goose* was chosen to be on Oprah's Book Club List for the Kid's Reading List: Classics for Infants to Age 2 <http://www.oprah.com/oprahsbookclub/Classics-for-Infant-to-2-Years-Kids-Reading-List/8>, and <http://www.oprah.com/oprahsbookclub/Infant-to-2-Years-Kids-Reading-List/13>.

**Peter Malia** wants to pass along that his latest title, *Flying Horses: The Golden Age of American Carousel Art, 1870 -1930* (The Connecticut Press, ISBN: 978-0-9825468-2-6) received a stellar review this month from ARTS & ANTIQUES WEEKLY, which called it, "a visual treat, easy to digest, and a fascinating look into American carousels."



## The ABCs of the Editing Process: 7 Steps to Writing a Great Article or Book!

By Roberta Buland

Recently I read an article that highlighted easy steps to giving a great speech. Many of them could be applied to writing a great book, although the steps might not be as easy as you would like!

Less is more. Extraneous as well as longer words should be left out. Condense your work as much as you can and use shorter words whenever possible. This applies to the narrative part of both fiction and non-fiction works. If you are using dialogue, it is always important to remember that the dialogue must reflect the personality of the person speaking. However, this does not mean to go overboard and/or make the dialogue too long or boring.

Aim for your target audience. Ask yourself, "Who is my target audience? Will it understand the vocabulary I am using? Is my vocabulary too simple, too complex? Will my target audience have the attention span to read my whole article or book?"

Answering these questions as truthfully and honestly as you can, based on the definition of your target audience, will help you to achieve #3.

Focus your message. Ask yourself more questions: "Will my audience understand what I am writing about? The answer to this question is especially important in non-fiction writing. You won't "get" to your audience if they don't understand what you are saying. Put yourself in your audience's shoes. "If I were the audience reading my book or article, would I not only understand it, but also enjoy it?" If you have doubts about answering "yes" to the question, rework the material to be sure it is focused.

Choose interesting examples and/or research. Especially in a how-to non-fiction work, you don't want to simply state a lot of statistics. Explain what you mean. Put your information in everyday language that your target audience can easily relate to. If you are writing about the latest advances in marketing, for example, be sure your audi-

ence will understand the technical terms and can relate to your data.

Organize or reorganize your work. Be sure there is a definite beginning, opening and/or introduction, a solid middle and a reasonable ending. In fiction, it's okay to have a twist at the end; but be sure the reader will be prepared for it. In non-fiction, think about an ending that will be remembered by the reader. In this way, you will have a ready audience for your next article or book.

Read your work aloud into a recorder. When you have written, edited and rewritten your work to your own satisfaction, read it aloud and record it. Then, listen to yourself carefully. Look for questions the reader may have and/or provide answers to anticipated questions the reader may think of as he/she reads your work.

Involve others in the critique process. When you are absolutely satisfied that your article is faultless (or nearly so), ask your support group or others to read it. See where they agree and disagree with



you. Analyze their criticism — and see how you can apply it to improve your writing even more.

Finally, when you are sure your work is as good as you can possibly make it, hire an editor to help you put it into the best possible publishing shape before you start to send it to publishers and/or agent, or even publish it yourself. Comments? Contact me at [rjbuland@comcast.net](mailto: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.*

### Additional Images from CAPA-U 2011

