



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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April 2020

April 18 Speaker: Elsa Kurt

You Wrote It, Now What? (Virtual Meeting via Zoom)

Whether you've written a novel or just started one, you're probably wondering what to do with it next. Elsa has been where you are now and can help you navigate the winding path to authorship. As both a self- and traditionally published author of more than a dozen books and various works, she knows well the roller-coaster that is the writing, publishing, and self-promoting journey.

In this presentation, Elsa takes you on a scenic route through each phase of the process, highlights the pros and cons of both self and traditional

publishing, and offers tips and advice on branding and self-promotion. In addition, Elsa opens the floor to questions from attendees. Elsa will have copies of her guide, also titled, *You Wrote It, Now What?* available for purchase at a special discount.



Join this live presentation at 10:30 am by video or audio at <https://zoom.us/j/3671572517> or call (646) 558-8656 and use access code 367 157 2517

March Meet A Member: Luca DiMatteo Aboard the Holodeck — By Joe Keeney

The Holodeck (from Star Trek) is a virtual-reality area where you can live a novel; walk and interact with protagonist and other characters in a novel. Though not invented yet, author Luca DiMatteo does the same thing – only, it happens in his mind.

Allowing a fantasy to play out in your head can work wonders, especially if you are a writer looking for answers and inspiration, according to Luca. One answer that came from this fantasizing was the correct ending for his novel. He remarked, "... my novels take on a life of their own, [so] I chase the ending page by page."

And, 'life of their own' is exactly how he treats his character develop-

ment, too. Luca explained, "...it starts with an idea and my characters [interact unimpeded] to a point where I can see the main characters, then I process them as in-depth characters, and that allows me to see how my characters will react, what they might say and how they fit into the story."



Whether fantasizing or writing, Luca treats novel writing as a job. He loves writing in the middle of the night and from 9am to 2pm. Using these time slots, his novel, "Green

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SW CAPA Report By Joe Keeney

The SWCAPA meeting held on March 9th had 15 members and visitors in attendance..



The members enjoyed Author Alan Delmont's talk about productive techniques for writers. Alan is the poster child of productivity; he has written seven books (two about to be released in March) while employed as a high school teacher, composing musician and managing his own hair salon. He will share how to get the most out of limited time to interweave plot and characters into a story.

Later in the program, *Writer's Boot Camp* was raffled off to one lucky member.

Legal Matters That Matter to Writers

By Professor Tonya M.
Evans

(Contact Professor Evans at
Legal Write Publications,
info@legalwritepublications.com)

The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

Give Up the Mail-it-to-Yourself Myth!

I am sure you have heard of it. Virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but

also repeat it as if it were the law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Myth, is the mistaken belief that a copyright is created or somehow protected when you send a copy of it to yourself in the mail.

If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a **myth**. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail. See the FAQs at www.copyright.gov for more information.

Article Submission

The Authority welcomes articles written by members. Here are our guidelines.

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

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues.

All articles will be edited. Submit single spaced with no built-in formatting. Submit all articles to Brian Jud at brianjud@comcast.net.

Send submissions for the **Meet-A-Member** column to Joe Keeney at jkeeney9267@spamarrest.com or Barbara Meredith dbmeredith@charter.net

ARTICLES ARE DUE BY THE 28TH OF THE MONTH

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Meet A Member Continued from Page One

Haven” took him 3 ½ months and his second novel due to come out, took four months.

The intellect that can get crucial answers through fantasizing is a special intellect. And, Luca’s accomplishments as a doctor (podiatrist) and the co-founder of two growth organizations would suggest a special intellect.

Luca believes you have to market regardless of the publisher “...My plan is to hit the ground running when the June release date arrives. That’s an important factor – don’t wait until your book is in hand to do the marketing. Find a niche that you can market and start right away.”

On a personal note, the author is married to Laura, who owns her own architectural firm and they live in New Haven, with their eight-year old dog, Ecco. Their five children are grown and out of the house.

The author’s advice to all can be found in the question to himself: “I would ask myself why it took so long to see the career that I really wanted to be part of?”

Book Marketing Tip

Prices ending with a 9, such as 9.99, “tend to signify value, but not quality,” says the *New York Times*. If you want to project quality when pricing your book, end with .95

Pechakucha: Storytelling was Never So Much Fun

By Luca DiMatteo

Have you ever heard the term Pechakucha (*Pe-chuk-a-cha*)? Pechakucha is Japanese, meaning "chit chat" and the best way to understand it is on the [Pechakucha website](#). It is "show and tell" for adults - with a twist.



So why am I blogging about a Pechakucha?

Because I live and thrive in the world of storytelling. And not knowing about Pechakucha presentations is like missing an arm or leg, or at least a few digits. Have I piqued your interest yet?

A bit of history is necessary before we dive into why we are doing a Pechakucha presentation. In 2003, architects Astrid Klein and Mark Dytham of Tokyo's [Klein Dytham Architecture](#) invented the Pechakucha presentation. Their goal was to create a way to maximize the exchange of ideas while keeping the audience's attention by streamlining long design presentations. Basically, twenty PowerPoint slides, created by the presenter, are flashed onto a screen for twenty seconds each. The slides automatically advance, giving the presenter a total of 6 minutes and 40 seconds to make presentation. The Pechakucha method is currently being imple-

mented in schools, business, and at what is known as Pechakucha Nights (PKN). There are one thousand cities worldwide that have PKNs. Klein and Dytham held their first PKN in Tokyo at the SuperDeluxe.

ペチャクチャ
“Chit chat”

Who and where are PKNs held?

The general format for PKN events is the same, but some hosts add their own twist to the event. A few years ago, I attended a Pechakucha event called *Spark Exchange*, hosted by [Pire Associates Architects](#) in New Haven, CT. At this event there were a handful of wonderfully creative, invited presenters. Then host Laura Pirie challenged the audience members to participate. A random slide flashed onto the screen and an audience member had twenty seconds to tell the story of that slide. The entire night was a success.

Recently I attended a PKN where a presenter spoke about her fear of heights while hiking in Peru to Machu Picchu. Another explained how he created a community-building concept called *Dinner Stories* to bring ten housemates closer. I left the event totally inspired and have signed up to present at the June [New Haven PKN](#).

Why is the Pechakucha important?

We all have stories to tell about our life's experiences. The Pechakucha provides an avenue to

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A Book Marketing Pandemic Playbook For Authors

By Brian Feinblum

In these challenging and panic-filled times, there is reason for hope, not only for our nation's well-being, but for your ability to promote and market your book successfully,



But before we proceed to talk about what you can be doing and should be thinking, let's simply acknowledge where we stand. I think by being realistic, but not alarming, we can reasonably wrap our heads around things.

Ok, times are upside down and getting worse by the minute. There is a national emergency amidst a global pandemic. Things are moving into lockdown mode. The number of cases and deaths are surging, here and abroad. So much is unknown, and what is known is not positive, and yet people need to be optimistic, patient, and supportive of each other. To only live in fear and frustration will lead to poorer results.

Americans are rightly stressed out over, in no order, their:

- short- and long-term financial future
- job security
- state of health
- loved ones' lives
- sanity
- safety

I am already prepared to slay my family after a week of working from home and 24-7 living under house-arrest type rules. However, I also am thankful to be alive, working, and stocked with the essentials, including Oreos, Pringle's BBQ potato chips, and Tic-Tacs.

It is no doubt something crazy that we are all going through. It is a strange

disruption, but we are all in it together, albeit each of us suffering different measures of loss, pain, or sacrifice. However, here is the other side to all of this bleakness. We cannot give up hope – and there is no reason to just throw the towel in. Authors are in a unique position to use this period of time to still brand themselves and sell books, and definitely can use this time to place themselves in a stronger position once this crisis begins to lift.

So, what should authors be doing right now?

- Building up a treasure chest of content, both to be sold now and in the future. Diversify the type of books that you have to sell, appealing to different sectors of potential customers.
- Putting content into new formats. Take that hardcover book and turn it into an audiobook. Take your e-book and also issue a print-on-demand paperback.
- Expand on the number of products and services that you offer. If you have a book out, issue another one. If you have books, create online courses out of them.
- Educate yourself on all things digital – from social media to Zoom to podcasting, blogging, You Tubing – even if you resisted this before. Learn, try, do. Experiment. You can break through into areas you never really thought about.
- Keep seeking out media – or hire help to do it. There are plenty of opportunities out there, especially from media that doesn't want to just cover corona 24/7. There is also plenty of media that can cover you if you find a corona pivot in your message. Sure no book was written about Corona until recently, but many books can speak to it as it impacts the things they often discuss. If you talk about parenting, now it is about parenting through an emergency. If you discuss personal finance, well, it is time to discuss it in the

context of Wall Street and Main Street collapsing. If you write about history, dust off the 1929 playbook on depressions or the 1918 one for pandemics.

I also believe the way for you to get through these unbelievable wild times, you need to first:

- Reflect on what you are thankful for and build strength from the positives.
- Acknowledge problems and potential pitfalls and start to plan for them or deal with them.
- Seek out mental support, whether online or by some other means, just so you can speed up the process of healing.
- Stay in touch with everyone – by phone, video, or in person via social distancing with a handful of people. We still need human support and interaction.
- Make plans to again travel, speak publicly, and actually be at bookstores or libraries, but don't put a date on it. Know it will happen; we just don't know when. But you can still research things, plan out presentations, and network with people online so that when things open up again, you are ahead of the curve.
- Lastly, don't feel defeated. People need or want your book and to hear what you have to say. Use the media to funnel those ideas and messages that were relevant before a pandemic – and still are during and after it.

Stay healthy, sane, and loving. The rest will have to settle itself. As you continue to push your brand and execute a marketing plan, you will grow and get back on your path to author wellness.

Brian Feinblum is the Chief Marketing Officer, SVP at Media Connect, a div. of Finn Partners, <https://bit.ly/39vXGbH>

Artisanal Prose

Remember Your First Love: The Amateur Writer

By Adele Annesi

If you've fallen out of love with writing, it may be because you've forgotten your first love.

Whether or not you've been published, or been published recently, there's a sense in which all writers should retain an amateur standing. The word amateur can mean anything from one who has a taste for something or to a lover of something. It can also mean a dabbler, as opposed to a professional. Regardless of a writer's status or list of writing credits, all writers ought to remain continual amateurs, as it frees us to always keep learning from others and ourselves.

Rekindle the joy of writing.

With the many challenges facing us these days, it's easy to lose the joy of living let alone writing. But the French have a saying: Eating builds appetite. So, too, writing can stimulate a taste for more. Forget (for now) the deadlines, the self-imposed restrictions and goals. Sit down to the page and begin. If you're in doubt or stuck for a way to get back into writing, write a journal entry about writing. Ask yourself what first drew you to write, what prompted you to write that first poem or journal entry. Once you begin, you're writing again, and as you reread what you've written, you'll find



that you've validated your perspective by putting it into words.

Don't be afraid to dabble. You don't have to be a professional writer to enjoy writing. Many writers say they enjoyed writing a lot more before their work moved into the public eye. Sometimes a writer's underlying fear is that their work won't measure up—either to what they expect of themselves or what others expect of them. Forget the haters, no matter who they are. Get out your favorite pen or stylus or whatever, and go back to doodling. One way to begin is to go to a window and describe the scene beyond the glass. This is especially helpful now, when a view through glass is the closest many of us can come with the outside world. Writing like this offers a way to get back in touch with that world.

Rediscover the joy of learning.

Regardless of your writing status or list of writing credits, all writers are continual amateurs, because we're always learning from other writers and ourselves. Think back to the first time you felt your pulse race when you read your favorite poet's or writer's work, and go back to that piece. See it with fresh eyes. What is it about the work that captivates you? What technique(s) did the writer use to create that effect? How might you emulate the writer's method(s)? Not only do we learn from other writers, but we also learn from ourselves. Go back and reread something you wrote a while ago. What still moves you about the piece? In what ways have you grown in your writing since then? As a next step, go to something you wrote recently. Where does the piece engage you? Where are the opportunities for development? Either way, you've reminded yourself, "Yes, Virginia, I am a writer."

One way to squeeze the love out of a relationship is to make it more about obligation than enjoyment. This is as true of our relationship with writing as it is of our relationships with other people. After all, one way to define writing is the relationship of the writer to words. And while there are nearly as many reasons to stop loving the craft and art of writing as there are writers, most reasons relate to disappointment or failed expectations (reasonable and otherwise), whether with self, others or the process. Regardless of why the love of writing has ebbed or been lost, one way to rekindle it is to take the pressure off. When in doubt, open a page and lament. At least the words will be there. Regardless of the words, reawaken the pleasure of writing by writing, even in a grouching journal entry well-written.

What's keeping you from your love of writing?

Adele Annesi is an award-winning author, editor and teacher, and co-founder of the [Ridgefield Writers Conference](#). For questions on writing, email a.annesi@sbcglobal.net

When you are selling to non-bookstore retailers think beyond your customer to their customers. If you can help the retail-store buyers increase their sales, they are more likely to accept your book. Who is the customer of an airport store? Show the buyers your content is appropriate for business travelers. Who is the customer of a supermarket? Show the buyers your content is appropriate for families shopping there. Include that in your submission package and watch your sales grow.

Guy Achtzehn

CAPA Members Celebrating Success

CAPA member Elaine Kuzmeskus has an article, "Pine Grove Spiritualist Camp," in *Connecticut Explored*, Spring 2020. According to the author, "Spiritualism began with two young girls huddled in their bedroom in Hydesville, New York, on March 31, 1848. They communicated with a spirit whom they dubbed "Mr. Splitfoot. By 1882 mediumship had become so popular that Connecticut Spiritualists scouted for a place to share their philosophy. They settled on a quiet spot on Niantic Bay called Pine Grove."



Elaine M Kuzmeskus, M.S. is an adjunct psychology professor at Tunxis Community College and the author of nine books, including *Connecticut in the Golden Age of Spiritualism* (History Press 2017).



Peggy Gaffney just brought out her first box set of Kate Killoy Mysteries - Suspense for the Dog Lover. The set includes Books 1-3: *Fashion Goes To The Dogs*, *Puppy Pursuit*, and *National Security*. It is available on Kindle and Kindle Unlimited. All five books in the series are available individually in both: ebook form on Kindle and KU and in print form everywhere. Peggy is working on book six now.

The Book Professor Advice: Don't Be Scared of the Boogeyman In Your Head

By Nancy Erickson

In 24 hours, millions of children will be dressed up in their favorite Halloween costume to go trick-or-treating. And they'll be adorable! But do you know what I haven't seen? The boogeyman. I know you remember the boogeyman. The funny thing is, I can't exactly explain who or what he was, but I was terribly afraid of him. I eventually grew out of my boogeyman phobia and sleep quite peacefully at night these days. As the Book Professor, I need my brain to be at full capacity!



But do you know what I still struggle with from time to time? Negative thoughts. To me, that's like having a "boogeyman" in my head. Negative thoughts — if they go unchecked — can invoke fear, anxiety, allow toxic emotions to reign, and prevent me from living my life to its fullest. It wasn't until I learned to change these thoughts that I became free to be the person God created me to be.

Say "Boo!" To The Boogeyman

What we innately believe about ourselves can be the driving force behind the decisions we make. As a child, my family moved around a lot due to my father's corporate job. I was always the new girl and it wasn't easy. Every place we moved was so different. What were the rules here? Who could I trust? Who should I be?

It was important that I figure things out before I shared myself in any way. I needed to learn the rules and customs and behaviors in a new place, so I could mimic them and fit in. I became a completely different person every time we moved, and I adopted new personas to match what I saw in others. That's when I developed my three most crippling self-defeating beliefs:

If people know who I really am, they won't like me.
No one cares about me.
I don't matter.

It's been a long time since I was twelve years old, and I wish I could say that those internal messages disappeared with my youth, but they did not. To the contrary, these became my core beliefs about myself, and they kept me in chameleon mode for far too much of my life. These negative beliefs caused me to neglect myself and my own needs, to marry an abusive husband, to work in a career that I hated (before I found my calling as The Book Professor), to be under-developed as a human being, and to live a life of crippling anxiety — always trying to figure out what to do, who to be, how to act.

With the help of some good therapy, journaling, and a daily practice of meditation, I've worked through these issues, have changed my thoughts and can officially say: the "boogeyman" is out of my head.

Recognize the Lies We Tell Ourselves

As The Book Professor, I help people write books that change lives, save lives, and transform society. But it's the people that I sadly meet that don't believe they have anything to offer that's worthy of writing about in a book that breaks my heart. When you've built your life on a lie, it's hard to overcome that thinking. The lie becomes the truth and the truth becomes a lie. I believe its the lies we tell ourselves that prevent us from doing the things we were meant to do and for which we are gifted. I don't know what lies you tell yourself, but I know the truth. You do matter. You are important. You can help other people. And once you change your thoughts, recognize the lies you've told yourself over the years, you too can break free from negative thoughts and finally put that boogeyman out of your head forever.

If you or someone you know is ready to break free from negative thoughts please contact me at nancy@thebookprofessor.com

SE CAPA: Grateful Notes

By Elizabeth Saede



If you need a break from whatever you're doing, consider writing a real letter to someone who is important to you. If your handwriting is illegible, type it. Find an envelope, address it and actually mail it with a stamp. Really. Reminisce about shared experiences or traditions.

Write individual notes to your children or grandchildren about the day they were born or a special day in your shared lives. Write to a parent or sibling about something good they did for you and your gratitude for it. Describe the strengths and talents you see in them.

True confession: I was long-distance best friends for 40 years

when I received a note from her that said, "I thought it was time to tell you that I love you." That handwritten note is a precious memento since she passed away at the age of 50. I knew she loved me but she hadn't ever said so directly until the note. A handful of simple words touched me deeply.

Write a thank-you note to the neighbor

who cut your lawn while you were away or who grabbed your garbage can before it rolled down the street. Write a book review for an author friend. Preserve and share memories. Share a treasured recipe, your faith, your struggles, and life lessons. Express yourself and watch your actions blossom into warmer relationships and new memories. Words have the power to lift lives. We have the power.



Storytelling... Continued from Page 3

share our tales, inspire people, and develop interest in something we are doing. Remember that Klein and Dytham first created the Pechakucha presentation format as a business tool. PKN is a way to share what inspires you, an experience you had, or promote what you love to do.

As an author, this is a great way to get your work out there. Meet dozens of people, make a lasting impression and it's free to present. All in 6 mins 40 secs.

Google Pechakucha with your local city's name to see if there is one near you. If not, start one yourself by going on the [Pechakucha website](#) to register.

Schedule of Upcoming Meetings (Each may be cancelled or be streamed — check www.aboutcapa.com for latest information)

CAPA CENTRAL (Avon)

Location: Sycamore Hills Park Community Center Avon, CT; third Saturday of each month, 10:30 am—12:30 pm (<http://www.aboutcapa.com/avon.htm>)

April 18: Elsa Kurt: You Wrote it -- Now What? Promoting Your Book & Yourself (Virtual meeting. Watch it live and ask questions of the speaker, 10:30 am—11:30 am)

May 16: Panel with Chuck Miceli, Dennis Schleicher, Joe Keeney and Brian Jud.

Ask your questions about writing, finding an agent, getting published and marketing

CAPA SOUTHEAST (Groton)

Location: Groton Regency, 1145 Poquonnock Road (Route 1) , 6:30 pm

April 20: Amanda Hutchinson, Writing an Enticing Press Release (Virtual meeting — watch it live and ask questions of the speaker. Link will be emailed to you)

May 18: Speaker and Topic To Be Announced

CAPA SOUTHWEST (Shelton)

Plumb Memorial Library, Shelton. 6:30 pm (Joe Keeney, jkeeney9267@spamarrest.com; find current meeting information at <http://www.aboutcapa.com/capasw.htm>)

April 13: Luca DiMatteo: Building Characters that Come Alive (Virtual meeting — watch it live and ask questions of the speaker. Link will be emailed to you)

May 11: Speaker and Topic To Be Announced



CAPA's Co-op Connection

Save money as you market your books by sharing the cost of events with other CAPA members. Want to participate in one of these sales opportunities with other CAPA members? Log on to the CAPA social network (<http://authorsandpublishersct.ning.com/>).

Check with an event to see if it has been postponed or canceled

May

9	Farm and Flower Fest 2020	Noden-Reed Park, Windsor Locks
9	Westville Art Walk Westville	Village, New Haven
9 - 10	Milford Artisan Market	Milford Green
21	Downtown, Willimantic	Willimantic's Third Thursday Street Fest
23	Bethel Blooms Craft Fair	Municipal Center (front lawn), Bethel
30	Oddities Marketplace	The Conti Building, Shelton

June

4 - 7	Strawberry Park RV Resort, Preston
6	Teddy Bear Festival, New Milford
6 - 7	West Hartford Art and Craft Show
7	Naugatuck River Duck Race Festival
7	Westbrook Spring Arts & Crafts Fair
13	Cheshire Strawberry Festival and Craft Fair
13	Torrington Strawberry Festival
13	South Windsor Strawberry Festival & Craft Fair
14	UCC Southbury Forty-Fourth Strawberry Festival
18	Willimantic's Third Thursday Street Fests
20	Market 415 Shelton

Free Book-Marketing Webinars

Marketing professionals will host webinars that can help you sell more books, more profitably. These webinars are free to CAPA members.

This month's webinars for CAPA members are:

April 9: How to sell fiction to non-bookstore buyers

April 21: Personal, live consult for three CAPA members (contact brianjud@bookapss.org to reserve a spot)



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