



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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December 2020

APSS Central Virtual Speaker on December 19 -- Carol McManus speaking about "Using Social Media for Networking and Book Sales"

Chances are you are already using social media but are you taking full advantage of its power? This fast-paced session will cover ...

- Tips on how to reach your ideal audience
- Building momentum before your book is published
- 10 easy things every author should do

If you pick up just one good idea, it could mean hundreds of new book sales!

Carol McManus is best known as America's LinkedIn Lady. Her rise to fame under this brand stemmed from her



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Meet December Member Karen 'Crazy Comma' Warfield By Joe Keeney

Karen may use too many commas, prompting family and friends to call her crazy Comma Karen -- but that's the least of it. What Karen publishes for all the world to see is often the real criticism from family and friends, who tell everyone: "Watch what you say in front of Karen."

Karen admits it's true. Her character's dialogue is often filled with quips from family and friends. She says, it makes characters believable and strong. And, 'strong character' is important to her, strong morality to overcome evil. Karen uses Girl

Power as her thematic instrument for good. She explains, "Girl

Power is potentially light years ahead of Superman, if you factor in what it takes to overcome evil."

In her fictional novel, *White Gloves*, girl power is used to tell the story about women triumphing over evil in a town; Karen



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 Lawrence M. Zaccaro

SW CAPA Report By Joe Keeney

The SWCAPA meeting held on November 9th had 14 members in attendance.



Members were fascinated to hear author William Shoemaker's talk about -- why people murder. William, a retired Neuroscientist professor from UConn School of Medicine, has written 100 scientific articles and book chapters on the subject.

In his writings, William strives to break-down complex ideas to create reader interest.

The author's book on the subject of murder is currently with a publisher.

SW CAPA MEETING Monday, December 14, 2020 6:30 PM

Mixing Genres, the Perfect Way to Inspire and Speed-Up your Writing

By Lawrence M. Zaccaro

Besides, the inspiration that comes from mixing genres, you'll learn how using real-life observations electrify the result.

Larry, a CAPA member, managed to complete two novels within a few months that couldn't be more diametrically opposed in content – a thought provoking science fiction thriller and an adult comedy. And, how one of the novels was developed around multiple genres and different narratives converging into one powerful story.

If the idea of using multiple genres

to get inspiration is new to you, consider Larry is the inventor of *WordPlay*, a family oriented fun game (part of his Mystic Creative Products); in other words, his ideas work both within writing and outside of it! And, consider what his book reviewers say.

One reviewer described Larry's book *Convergent* as "A clever and thought-provoking book that deserves wide exposure." He is also the author of an adult comedy, *Chandler's List* and *Amy and the Orca*, a children's book based on actual events. His first novel, *Parallel*, was written in 2000.

The author was a research biologist and pharmaceutical business development before becoming a creative entrepreneur. The author enjoys developing any creative project he deems suitable.

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 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

CAPA Board of Directors

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Karen Warfield
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calls it a moral underpinning. The word ‘underpinning’ works well in how she got the idea: Renovating an old 1790 house in Norwich, Karen and her husband discovered white gloves in a wall. And, because of the town ambience together with the right time to display the overcoming of evil, she was obliged to write.

She used full size parchment to lay out the characters, plot and timeline, outlining and revising until the novel was complete. Karen said, “as far as writer’s block, or if I don’t like the sound of the story, I walk away, mull it over.”

When we turn away to look at how she markets books, Karen utilizes drive-by book signings in her driveway. And, beyond this unique idea, she ensures that art galleries, greenhouses, arts and crafts and consignment stores (in her area) all carry her book on their shelves.

Karen has BS degree in Workforce Management and Education. She worked for the Department of Defense twenty-years as an Analyst.

This talented author, whose book reviewers call her book a page-turner, has advice for the novice writer: carry paper and pencil with you at all times to jot down ideas!

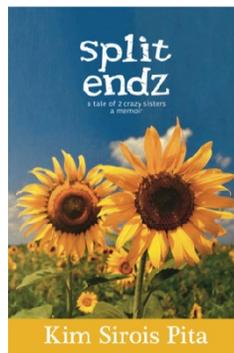
**Split Endz: A Tale of 2
Crazy Sisters**
**A Riveting Tale About
Mental Health &
Transformation**

By Kim Pita, Author

Mental illness scared me for a really long time after my sister Kelly was diagnosed with post-traumatic stress disorder (PTSD) and bipolar disorder in her 20s. It can really mess up lives, families and communities, especially when untreated, misdiagnosed or ignored. I know first-hand because it contributed to my sister’s accidental drug overdose on Valentine’s Day 2011.

Getting to the other side of loss is one of the most difficult things we can do in our lifetime. I used writing as a way to heal. The more I wrote, the more I knew I needed to flip my life as a wife, mother, business executive and philanthropist upside down and inside out. I embarked on a journey to reimagine my life with the spiritual guidance of my sister in the afterlife becoming a mental health advocate and giving voice to the voiceless.

Throughout my nine-year writing and publishing journey, I wrote our memoir called *Split Endz: A Tale of 2 Crazy Sisters* to help others understand the profound and sometimes scary effects of mental illness. It is a raw, honest portrayal of our lives. This brave account will help others replace ignorance and false perceptions with truth and advocacy.



The 307-page book is available on Amazon via print or Kindle at <https://amzn.to/3fstKSC>. The book’s website can be found at <https://splitendztale.com>

Kim Sirois Pita is a marketing and branding consultant based in Old Saybrook, Connecticut. She served as chair of the Board of Directors for Mental Health Connecticut for three years and now serves on the Board of Directors of Copper Beech Institute, a mindfulness center in West Hartford.

Carol McManus
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own successful use of social media in launching a new business in 2008.

Without a significant marketing budget, social platforms offered the quickest and most effective way to reach new markets and spread the word about her brand.

Today, Carol is to CEO of CKC Global Media, a company that helps businesses, associations, organizations, and entrepreneurs reach markets in their own backyard and across the globe. Her customized approach is to guide clients in becoming successful through speaking, publishing, radio, and social media.

“To be nobody but yourself in a world which is doing its best, night and day, to make you everybody else, means to fight the hardest battle which any human being can fight, and never stop fighting.”

ee cummings

Science Fiction Can Help Us Create the Real Future

By Brian Jud

When seeking creative ideas, our built-in biases can prevent us from seeing new possibilities. We only develop opportunities related to the status quo, that which is somewhat familiar.

Science fiction can help remove the creative boundaries by providing the inspiration for innovation. It helps us engage in mental time travel and allows us to dream about what may be possible. Consider some life-changing breakthroughs science fiction has envisioned or inspired: cell phones (based on Star Trek communicators), credit cards (a feature of a futuristic society in a 19th century novel by Edward Bellamy), self-driving cars (foreseen by Isaac Asimov), robots (conceived by Karel Capek), ear buds (a fictional invention by Ray Bradbury), and atomic power (imagined by H. G. Wells).

Lowes visualized a new retail future with augmented reality and robotics by giving customer and technology data to a panel of science fiction writers and asked them to imagine what Lowes might look like in five or ten years.

As a result of the project, Lowes became the first retailer to deploy fully autonomous robots for customer service and inventory, create some of the first 3D printing services, and helped place a 3D printer on the International Space Station. It also created exosuits (external robotic skeletons) for employees unloading trucks and came up with the first augmented reality phone for planning remodeling work.

Do you think there are few ways to sell science fiction in places other than bookstores? Use the imagination that created your story to help you sell it.

Mistakes of First Time Authors

By Stephanie Barko

Prior to being published, new authors frequently make mistakes that damage or even preclude their book's marketability. Commonly, these errors include

- Poorly designed or stock cover art
- Unedited, under edited or unprofessionally edited text
- Under funding for or lack of a book marketing budget
- Invisible or inadequately visible online presence for author and title
- Absence of platform and clear audience for the material

Book Covers make or break your ability to obtain reviews and readers. You *can* judge a book by its cover. It's true.

As James Cox, Editor of *Midwest Book Review* puts it, "Stack #3 are those titles that are immediately rejected -- not for their subject matter; not for being written by a first time author; and not for their self-published, POD-published, or small press published status, but because they are poorly designed or defectively produced in terms of presenting substandard, inadequate, or otherwise unattractive covers. They are rejected for having cover art that looked like the product of a high-school drawing class assignment for beginners. Cover art that was so avant garde that it left all mainstream sensibilities bewildered in its wake. Cover art that looked cheap, felt cheap, was cheap."

Appealing covers summon buyers. Whether these buyers actually read your book is another matter, but the most important element for purchasing a publication is the outer part. It has been proven that people choose a book by what they see and read on the cover, *especially* if they don't know the author or the title.

Make sure your cover is designed by an award-winning book designer, not a general graphic designer. For different angles and musings on book covers, visit a book design blog like Foreword.

Editing is also critical to your book's success. You want to interview several editors and hold their completed books in your hand. Choose a set of editors who are experienced with your genre. Among equally qualified candidates, hire those with whom you have some professional chemistry. For an explanation of the types of editing your work might benefit from, read Mindy Reed's short piece, "Types of Editing", on the blog at www.authorsassistant.com.

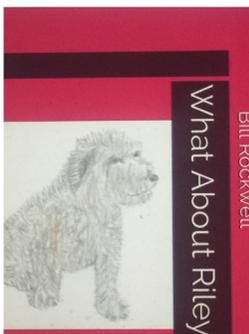
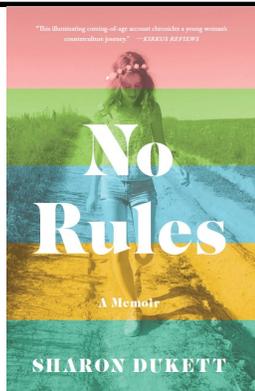
What is a reasonable Marketing Budget for a book launch? Plan to spend \$2.5 to \$12K before and during the first three months of your book's life. If you get an advance on your manuscript, I recommend spending the whole amount on marketing your book.

Line item expenses in a prep & launch budget might include research & fact checking, editing, indexing, illustrating, cover & interior design, web design & maintenance, distribution, shipping, travel, publicity, and advertising. If you need media training or a public speaking coach, include that. If you are independently published, add printing, book or genre conference fees, exhibits, and presentation equipment.

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CAPA Members Celebrating Success

Sharon Dukett said, “I am pleased to announce that my memoir *No Rules*, which was released in June of this year, has been honored as a Finalist in the 2020 Best Book Awards of the American Book Fest for two categories: Autobiography/Memoir and Women's Issues. In 1971, at sixteen, Sharon leaves home to escape her sheltered life and lands in a world of hippies three thousand miles away where she must learn quickly to survive.”



Bill Rockwell's fourth children's picture book in his puppy dog series, *What About Riley?*, just became available on Amazon and his website, www.billrockwell.net.”

BookExpo and BookCon Are No More

According to *Publishers' Weekly* (Dec 1): U.S. book publishing's biggest trade show is being “retired,” show organizer ReedPop announced today. BookExpo, along with BookCon and Unbound, will not be held in 2021 after being canceled in 2020 due to the pandemic.



ReedPop, the pop culture event-focused subdivision of Reed Exhibitions, said that, given the “continued uncertainty surrounding in-person events at this time,” the company has decided “that the best way forward is to retire the current iteration of events as they explore new ways to meet the community's needs through a fusion of in-person and virtual events.”

Mistakes of First Time Authors

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An author's Online Presence is absolutely crucial in today's book market. Internet book sales have risen, and for this reason, each author needs a web site that pulls incoming traffic from people who are searching on the book's issues, title, and author name.

The internet is so dynamic that each year the way to attract customers on the superhighway seems to morph. Right now it's social networking and backlinking, (aka one-way links). Perhaps 12 million Americans now keep a blog because they've learned that updating it every couple of weeks will maintain or lift their page rank. If you are facile with a computer, use search engine optimization (SEO) tools to discover high ranking keywords, and then repeat those throughout your web site, blog and press releases. Seek a web designer who is both imaginative and good at taking direction, while exhibiting a proficiency in English, design, programming, SEO, and business.

Finally, if you cannot define your book's Audience and Platform, your book will never get off the ground. To market your book, you must distill its issues and know who and where your readers are and how they search for information. Create your log line to attract them and prioritize your first year plan so that you fully fund and lead with the strongest device in your platform.

Don't end up in the slush pile! Spend time and money with some editors, a book designer, an SEO guru, and a publicist, so your book is more likely to remain competitive among the 200,000 titles released in America each year.

Stephanie Barko is a regionally specialized literary publicist based in Austin.

She works as a Supplemental Publicist to New York publishers and as an Independent Publicist to self-published authors. Click “Publicity” at www.authorsassistant.com for a list of services and genres.

Instead of trying to sell your book, sell the product of the product – the benefit the buyer gets from purchasing/reading your content. How will it help the customer of your customer? Charles Revson, former president of Revlon, said, “In the factory we make cosmetics, but in the store we sell hope.”

Authors Should Embrace The Butterfly Effect

By Brian Feinblum

Maybe authors can't travel back to their past and change moments in time, but can they recognize their butterfly effect, that everything they do matters and has an impact on the world and their lives?



One can unleash the butterfly effect when you

- Write that book.
 - Edit that book.
 - Publish that book.
- Market that book.

Who knows who will read it and how it will effect those readers? Who knows how successful you will be as a writer? Who knows what other lives get impacted because your book exists?

It is hard to know while living in the moment what our words, actions, inactions, or silence could do to another. We fly blind.

The butterfly effect has been explored in science, industry, and elsewhere. It reflects an idea that small things can have non-linear impacts on a complex system. Could a butterfly flap its wings in Africa and cause a tornado here? No, but what happens when a seemingly small event or change occurs – can the conditions lead to

a different outcome – in a game, on an exam, in business? Sure. If you want to see an example demonstrated, see the movie *The Butterfly Effect*.

Authors have an enormous power — to influence another, impact society, and implore change. Authors can empower, inspire, inform, entertain, and enlighten us. Many of us read different authors and books from one another. Even established best-sellers may only be read by only 15-20,000 people. Most people read books that may have a lifetime readership of just a few thousand, maybe even a few hundred people. But each of these books makes a difference, each transforming the life of its reader.

As writers, we live the butterfly effect every single day. It is in everything we do, from what we choose to write about, to how we write about it, to even which words we choose to use. What we title a book, how much we market it, what we price it at — and a hundred other decisions and tasks — will influence not only the author's commercial success but how a book makes a contribution to touching lives and shaping society.

Every time you feel like not sending one more email, another tweet, or spending five more minutes on researching, editing, or writing your book, think of how your choices could alter the landscape and possibly play a significant role in the world around you.

Brian Feinblum, the founder of BookMarketingBuzzBlog, can be reached at branfeinblum@gmail.com. You can – and should -- follow him on Twitter @theprexpert. This is

copyrighted by BookMarketingBuzzBlog ©2020. Born and raised in Brooklyn, he now resides in Westchester with his wife, two kids, and Ferris, a black lab rescue dog. His writings are often featured in The Writer and IBPA's The Independent. This was named one of the best book marketing blogs by BookBaby <http://blog.bookbaby.com/2013/09/the-best-book-marketing-blogs> and recognized by Feedspot in 2018 as one of the top book marketing blogs. Also named by WinningWriters.com as a "best resource." He recently hosted a panel on book publicity for Book Expo America. For more information, please consult: [linkedin.com/in/brianfeinblum](https://www.linkedin.com/in/brianfeinblum).

Beware the Good Opinions of Other People

By Dr. Tom Hill

There will always be people who have opinions about you. These could be good opinions, and some people may really like you. This can make you feel happy.

There may be people who have bad opinions and they may dislike you, treat you poorly and try to bring you down. This can make you sad.

There will always be people who think they know best and know what you should be doing, or shouldn't be doing, especially when it comes to following your dreams. The key here is to not allow the good and bad opinions of others to influence the choices you make about your life and your path. You were created to soar-to live life fully and vibrantly.

You were born for success-your own version of success, not the path that others may choose for you or encourage you to follow.

SE CAPA: A Dozen Non-writing Tips for Writers (from CAPA SE)



By Elizabeth Saede

Writing and publishing a memoir was the catalyst for discovery and the development of talents which don't involve writing yet benefit me. At the core of my unlikely success is a willingness to try new things. May you find a helpful nugget in this baker's dozen of non-writing tips.

1. Try new things like an online photography course not only for creative stimulation but also to illustrate your work. Try a new style of writing.
2. Write and submit good press releases to local media that are appropriate for their audience. Find a fresh, local angle.

3. Learn basic technology, especially ZOOM, GoToMeeting.com, Facebook Live, and PowerPoint. Search YouTube.com for videos then practice with a friend.

4. Attract opportunities by telling people you write and submit free articles to local publications or a non-profit organization to maintain visibility.

5. Identify and secure TV and radio interviews. Familiarize yourself with the show, develop and pitch a creative angle then make yourself available.

6. Identify and secure speaking engagements using technology. Practice the skills to speak and present well.

7. Leverage free publicity. Link to other author's books and articles and your own in e-mails and on social media. ASK readers to review your book(s) on Amazon and other sites. Create a simple author website to share your work and publicity.

8. Find an outlet for your stories and swap writing services for FUN opportunities. View my articles at ThisIsMystic.com for examples.

9. Maintain an effective social media presence with limited effort by imitating someone you admire. Share a quote, photo, or a link to something you've written.

10. Attract work as a ghost writer, copywriter, or virtual assistant by telling others exactly how you solve problems. Share success stories.

11. Find free tech support and training at your local library or through SCORE.org

12. Track and write-off business expenses on your taxes. If you submit photos with articles, that new phone with its fancy camera is a legitimate expense.

13.BONUS: try wearing blue blocker lenses if screen time causes headaches.

Schedule of Upcoming Meetings (Until the meeting sites reopen, these will all be virtual meetings. Links will be sent prior to each meeting.)

CAPA CENTRAL (Avon)

(Until the Senior Center reopens these will be virtual meetings. Watch them live and ask questions of the speaker. For more info contact BrianJud@bookapss.org)

December 19: Carol McManus on "Using Social Media for Networking and Book Sales"

January 16: Sharon Castlen will talk about "Marketing Books in a Covid World"

February 20: Karen Strauss will discuss "Seven Ways To Monetize Your Book"



CAPA SOUTHEAST (Groton)

(Until the meeting site reopens these will all be virtual meetings. Watch them live and ask questions of the speaker. For more info contact [Elizabeth Saede, Elizabeth@mysticcrest.com](mailto:Elizabeth@mysticcrest.com))

December 21: No meeting this month

January 18: Speaker and topic to be announced

February 15: Speaker and topic to be announced



CAPA SOUTHWEST (Shelton)

(Until the Library reopen these will all be virtual meetings. Watch them live and ask questions of the speaker. For more info contact [Joe Keeney, jkeeney9267@spamarrest.com](mailto:jkeeney9267@spamarrest.com))

December 14: Lawrence M Zaccaro: *Is Cross-Genre Storytelling Right for You?*

January 11: Speaker and topic to be announced

February 8: 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. Participate in one of these sales opportunities with other CAPA members.

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

January

10	Stamford	Bridal and Wedding Expo
23-24	Hartford	Hartford Home Show

February

19-21	Uncasville	Southeastern Home Show
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CAPA
P. O. Box 715
Avon, CT 06001-0715

Free Virtual Meetings In December

Brian Jud conducts **free consultations every Tuesday (3:30 – 4:30 pm ET) and Friday (Noon – 1:00 pm ET)**. He will answer your questions about non-bookstore marketing, and book marketing in general.

All events are here: <https://zoom.us/j/3671572517>

December 10: (6:00 – 7:00 pm, ET): *How to Turn a Book Into a Seven Figure Business (In less than a year).*

December 14: (6:30 – 7:30 pm, ET): Lawrence M. Zaccaro is speaking on this topic: *Is Cross-Genre Storytelling Right for You?* Besides generating ideas from real life and observed events, you'll learn how mixing genres can inspire and speed-up your writing process

December 19 (10:30 am – 11:30 am ET): Carol McManus will talk about "Using Social Media for Networking and Book Sales." Carol will address these topics and answer your questions:

- Tips on how to reach your ideal audience
- Building momentum before your book is published
- 10 easy things every author should do