



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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January 2021

CAPA-Central Virtual Speaker on January 16 - - Sharon Castlen: Don't Count Them Out! Selling to Libraries Amidst the Continuing COVID Pandemic

Libraries are often an untapped source of sales for your books. Learn what is needed to create sales success in libraries. What has changed during our COVID times? What remains the same? Learn from veteran marketer Sharon Castlen and take away valuable tips, strategies, and resources to use in the short- and long-term book production and marketing efforts.

The meeting will be held from 10:30 am to 11:30 am and the link to view Sharon's presentation is on Zoom:

<https://zoom.us/j/3671572517>



Meet January's Member of the Month:

Ken Bedini

By Barbara J Meredith

Ken Bedini has had a career in higher education at the Eastern State University until his retirement. Ken stepped away from retirement and returned to the work force and back into the higher education at St Joseph College until he retired once again.

Ken is in the process of writing a manuscript intitled *The Derby Boys*, a memoir of him and his lifelong friends that brings them through a journey from childhood to adulthood. The setting of Ken's story takes place in a small town where the boys learn life skills that carry them through their entire lives. The boy's friendship is just as strong now as it was during their child-

hood. Every reader will relate to the theme of the book for its a nostalgic journey rekindling their own childhood memories.

The idea of writing the *Derby Boys* came to Ken Bedini at this stage of his life where he has realized it would help him revisit what his life was all about. Make peace with himself and come to realize that he did the best that he could have with his career, his friends, and his family.



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SW CAPA Report By Joe Keeney

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



Speaker

Larry Zaccaro talked about mixing genres to get inspiration and speed-up the writing process. An example would be combining comedy and science fiction. His book *Convergent* is an example of using multiple genres.

The speaker was a research biologist and pharmaceutical business developer.

SW CAPA MEETING Monday, January 11, 6:30 PM

Knowing What to Avoid is Important When Promoting your Book!

By Brian Feinblum

TOPIC:
Marketing
Your Book
Made Easier



Brian, who has promoted over a thousand authors of all genres, will tell you what to do to promote your book, and explain what it means to develop your brand and build a platform.

Brian, who has worked with first-time, self-published authors to *New York Times* best-selling authors, will answer your marketing questions.

Brian's blog, *BookMarketingBuzzBlog*, has been named one of the top book-marketing blogs by *BookBaby*. In his blog, he has featured nearly 4,000 informative posts and generated 2.5 million page-views. And *WinningWriters.com* calls his blog the best resource.

“Vigorous writing is concise. A sentence should contain no unnecessary words for the same reason that a machine should have no unnecessary parts.”

William Strunk

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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Ken Bedini

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Ken Bedini has a realistic goal for his new manuscript he wants to have fun writing the book, completing the project by producing the book. He wants to reach a good amount of audience allowing him to sell out of all his copies. Ken realizes that his books most likely will not make the *New York Times* best sellers list or even become a movie.

Ken also understands his own weaknesses and how to use resources to overcome them. Ken just wants to have fun and have an enjoyable experience with the entire book publication process. Ken is halfway through *The Derby Boys* manuscript and hopes that it will be ready for publication by March 2021.

DARE To Do Better

You may have worked very hard last year without making the progress you had planned. **DARE** to do better this year:

Discover new markets and ways in which to compete.

Adapt your marketing plans to better fit your books, personality, goals and resources.

Respect yourself. Rid yourself of negative thoughts .

Empower yourself. Do not let the naysayers hold you back. Set your sights on a firm objective and do not let go.

Car Shield For Authors?

By Brian Feinblum

During the pandemic, I have been working from home for 10 months, I became inundated with one commercial on television, as I used the background sounds of TV to make up for the lack of office sounds. Car Shield, the auto repair insurance company, has been hawked relentlessly and aggressively by famous pitchmen, including the rapper-turned-actor Ice T. I am almost tempted to get it for my 110,000-mile Buick Enclave. It has occurred to me that authors may want to buy such insurance for their publishing ventures – if it existed.



Car Shield sounds promising, paying for repairs that could run into the thousands, for a mere monthly premium that ranges from \$79 to \$99 per month. What if authors could insure themselves against the expenses they inevitably face – editing, publishing, promoting, advertising, etc.?

No one would sell such insurance. It is a loser. Authors will no doubt spend thousands, even give figures, to pursue their publishing and promotion dreams. It is an investment, a down payment on fame.

Millions of writers explore how to publish and brand their works because they are passionate and confident about what they have written. They want to change the world, become famous, and make a few dollars, too.

An author's best insurance policy is to find ways to cut costs. For in-

stance, if you build up your social media sphere of influence, you may not have to pay as much to a promoter to grow your brand. If you land a literary agent and publisher, you don't have to self-publish. If you build up your speaking and visibility, you make it easier to sell books.

But most authors need professional assistance, wither to establish their brand or to grow it. Even best-selling authors need to make an effort to sustain their success – and to remain relevant and even grow their readership.

Authors need to move forward accepting the realities of what it will take – time, money, luck, and networking – to become relevant, forceful writers can look at insurance differently. The reverse happens – they pay now and then lower premiums later. They can insure a bright future by investing now.

So, instead of thinking how to cut corners or spend less now, authors should open up the bank account to get started and positioning themselves for long-term success. See yourself is a new business launching an IPO. But before you draw in investors, invest in yourself. You can be your own Car Shield.

Cultivate Relationships

What 25 relationships do you need to nurture this year? Make a list of all the people who can help you double the size of your business – including the next five major customers you need. Figure out how to cultivate and deepen these relationships before you ask for any favors. “Establish how the relationship will benefit the other person, how you can help make them more successful,” says Keith Ferrazzi, author of *Never Eat Alone*

The 2021 Free, Virtual Book Selling University

January 28—29

Selling Books in a COVID World.

On January 28—29 you can discover tips for selling more books to non-bookstore buyers you never thought of for profits you never dreamed of even in uncertain times. The 2020 Book Selling University was such a huge success we thought we would do it again. And yes, this two-day virtual conference is again presented to you at no charge. Learn from new speakers and topics including:

- How to Get Media Attention When No One Knows Who the Hell You Are
- A Panel Discussion About Getting More Publicity in Niche Markets
- Marketing Books in a Covid World: What works - What changes - What New Options Are Now Available
- How to Contact and Get a Reply from Any Prospective Buyer
- Q & A workshop – How to Get Published Specifically for Special Sales
- Seven Ways To Monetize Your Book
- Copyrights, Trademarks and Avoiding Scams and Lawsuits
- How to Create Your Personal Brand

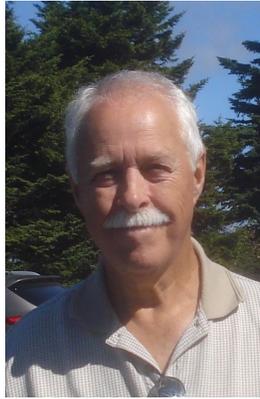
For more information or to register for any or all courses go to: <https://bit.ly/2K0shHK>

Long Road To A Good Short Story

Richard O. Benton

There are tons of assists online that will help with the creation of a short story. Here are mine.

You've probably heard it all before, but it's important to generate your own. You are the only *you* in the world.



1. Idea. Something must excite you in some way. *(Nothing happens until somebody gets excited.)*

2. Is it worth writing? *(It must grab you.)*

3. Find a time and place where you can focus and concentrate. *(It's your personal bubble.)*

4. Pick a working title. *(Keeps you focused on your theme.)*

5. Start writing and only stop for reasonable interruptions. *(You'll be amazed at how much you have written.)*

6. When pausing, hang onto your excitement. *(You must feel you can't wait to get back to it.)*

7. Try to avoid editing along the way. It's especially hard when you have to go back to catch your drift. We all see any number of reasons to correct our work. *(Mark text you wish to review and go on.)*

8. If you are writing to a specific audience, make sure you stay within

your parameters. *(Or you will lose it.)*

9. Start your story as close to the end as possible. *(There is no place in any story for unessential words.)*

10. Produce an interesting beginning, a well-rounded middle and a satisfying ending. *(Your path: Front; hook. Middle; tell your story. End; make it fitting.)*

11. Let your completed narrative sit for a day or more. *(On your return you will see it with new eyes.)*

12. At your first edit, check your draft for title, hook, story arc and ending, *(Take the broad view.)*

13. Are the elements cohesive? *A title should in some way reflect the content. A surprise ending is always good, but the ending must satisfy the content, regardless.*

14. Edit it again and again until you are satisfied that your "diamond" is highly polished and ready for display. *You have crafted it with care, and you must like your work. If you don't, who will?*

15. A short story has the same features as a novel, except that you are usually dealing with one conflict and one resolution, even if its elements come from more than one direction.

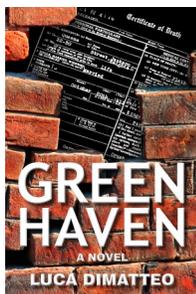
Motivational Quotation

"It takes a lot of courage to show your dream to someone else."

Erma Bombeck

CAPA Members Celebrating Success

Luca DiMatteo says, “I can officially say that I am now an internationally sold author, as copies have been sold in Canada, Ireland, Italy, and India, as well as here in the United States. For any author who places their book on Amazon and has an Author Central page you know, it's like watching the stock market. Your numbers are constantly changing. I made it as high as number 24 on the Amazon best new releases for 2020 in mystery and thrillers. I know this is tooting my own horn, but in reality, it's my wish that every author gets to feel the joy of success for all the hard work they put in. May we all find an audience that is ever-growing. No matter what, please keep writing.”



PJ Fenton says, “I am finished with my manuscript for *Swing 12* and am starting to send it to agents so cross fingers and hope for the best.”

On Dec 30, 2020 Elaine Kuzmeskus, Author of *Healing with Spirit* and *Seance 101*, was a guest on *Love Never Dies*. To view video, go to: <https://bit.ly/2XcYBdx>

Stop Doubling Down on a Failing Strategy

By Brian Jud

Are your sales at the point where you expected them to be when you published your book? Are you doing the same things you always did to try to sell them? Low sales are a fact of life for most authors, but they have probably not heard the maxim, “If you do what you always did, you’ll get what you always got.” If your sales are below forecast, maybe it is time to try something different.

You may have your book on Amazon, and you are probably active on social media. You feel that have too much time and money invested in getting to where you are, so you will keep doing what you have been doing until it works.

Why in the world would someone do that? Based on my discussions with many authors there are at least three reasons.

1. The sunk-cost myth. When considering a decision to change, people often factor in costs they have already incurred – both time and money. Authors think if they abandon their book now those costs won’t be recovered, but if they continue doing something, their costs will be recouped. But a rational decision maker will look only at future costs, not historical ones.
2. Believing their own publicity. The authors have told so many people that their books are the greatest ever written that they have come to believe it themselves. Now they must continue until everybody else realizes that, too. To not do so would be to admit they were wrong, that perhaps their book was not so great.
3. Loss of objectivity. People do not like to admit they were wrong. They blame other events or people for their lack of success. Their distributors did not give it enough effort, bookstores would not give it shelf prominence, and the TV or radio show on which they appeared did not generate any sales.

These biases lead people to ignore signals that their current strategy is no longer working, and they continue on the same path. So, what can they do? Here are a few suggestions.

Understand the problem. Poor sales are a symptom of the problem. Your book could be priced incorrectly, improperly distributed, poorly designed and not professionally edited. Or the culprit could be launching without a marketing plan, and promoting solely via social networking.

Determine that you must do something different. “Something must be done” is rarely as effective as, “I must do something.” Think about what will happen if you continue doing the same thing. You may determine that the best course of action is to abandon your present book, and go on to the next one. It may take more courage to make that choice than to proceed with your current project. But changing strategy does not have to be a “go, no go” decision. That can just increase the pressure and lead to inaction.

Develop realistic expectations. Assuming you choose to continue, recognize what you are getting into. Last year Bowker assigned over 1,000,000 ISBNs. You are competing with those for librarians’ and retailers’ shelf space and media time.

New Year, New Personal Branding?

By Jeniffer Thompson

2020 was a doozy of a year and thank goodness it's over, right?! We made it to the



other side of that hill! But, here's the reality—sorry to have to do this to you—not much is going to change right away. This is how things just kind of are now. But the good news is, that if you haven't adjusted your personal branding strategy to this new normal already, it's not too late! So, I thought you could use some tips and inspiration to start your personal branding goals off right.

Have Your Personal Branding Goals Changed At All?

So much happened this year, didn't it? Maybe you felt bombarded, overwhelmed, and just really unfocused? I know I've had my moments. Did your 2020 goals get derailed by the COVID pandemic? Well, you're not alone, friends. But here, again, is the good news—2020 also got a lot of us thinking about our priorities. It may have even prompted you to look at your personal branding goals and realign them according to how you feel about yourself in the world now? Trust these thoughts, and consider a bit of a rebranding to better fit how you feel and who you are now.

Adapting Your Strategy to the "New Normal"

People are craving authenticity and connection more than ever in these trying times. They're also spending more time at home, and more time

online, and in different ways than ever before. And this, friends, can be used to your advantage. So, below you'll find some things to consider for branching out and adapting your personal branding goals and marketing strategy.

Some Personal Branding Goals and Marketing Strategies to Consider

Podcasts: According to The Verge, Spotify alone is saying that every day is now like the weekend when it comes to podcast listening. Spotify also told The Verge that 21 percent of their subscribers use the platform for accessing podcasts. So, hey, maybe now is the time to try for that guest appearance on a podcast? Or maybe start your own? I'm hoping to be putting out some tutorials on that very thing soon, so keep your eyes open for that! Plus, check out my podcast, The Premise, where I interview authors and industry experts about all things Publishing.

Guest Blogs: Yes, more people are online and on their laptops and desktops rather than their phones, so that means they're more likely to read longer online content. Is this the year you'll branch out and invite a guest blogger to your site, or write some guest blog posts yourself?

Online Events: As you may have guessed, there's a good chance that many major book events from book festivals to writers' conferences will be held online through most of 2021. Some projections say that some of these events will remain virtual indefinitely. This includes book tours, book launch events, and readings. If you're not confident on camera you may want to start working on that. Pssst... I'm also planning on some in depth tutorials on this in the near future! Here are some good tips for being more confident on video to get you started. I offer media training too if you'd like some hands on help.

YouTube: Speaking of video content, do you already have a YouTube channel? If you are already confident with producing video content but haven't moved from Facebook or Instagram Live, then now is the time to consider your own YouTube channel. If you regularly produce video content on social media, you should upload it to YouTube. A big plus of YouTube is that your content stays there. If you have something valuable to offer, or want to get creative with your book marketing, YouTube is a great platform. From your book trailer to readings, you can make your content come to life there and really connect with your subscribers.

Let 2021 Be the Year You Reach New Personal Branding Goals!

It does seem scary trying new things in uncertain times, and some of you may not feel the call. I don't expect that everyone had some awakening, reexamined their value systems, or explored their more authentic desires during this time. It was sometimes hard just to get through the day, I know. But if you're not ready for big steps, or your brand is already established and feels authentic to you, there are still some things you can do right now. I've included a little checklist below.

Things You Can Do This Week!

Upload a new profile photo: Maybe you grew your hair out, or got a new cut? People are getting braver with their look in all this time out of the public eye, and maybe you did too? Show your new self to the world. Let it reflect what you're all about currently.

Check in on your website and freshen it up: I always recommend a check in at least every 6 months. Check on your links, add that new

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New Year, New Personal Branding?

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headshot, polish up your keywords and add new, relevant information. You can even update your blogs, to reflect changes or add new information.

Go over your bio: How has this year changed how you see yourself? What have you accomplished? All of these things should be considered when updating your online bios. Even if not much has changed, it's always a good time to check in on your bios and see if they're still relevant and reflective of who you are, currently. My book, *How to Write a Professional Bio* is a good place to start if you need help.

Reevaluate your efforts: Are you blogging, active on every social media platform, putting money and time into marketing efforts that may, or may not, be paying off?

You don't have to do it ALL! I highly recommend closely looking over how much time, money, and energy you put into your personal branding efforts and see which serves you best. Maybe pick just one or two social media platforms to be regularly active on? If you're getting more engagement and followers on one over the other, then stick with that one and worry less about the rest. Same with your marketing and promotion efforts—which ones are the most successful? Find out and stick with those!

Keep Calm, Carry On, As They Say

Because not much is going to look very different for us for most of the new year, we need to lean in to the reality of how things are now. We can't feel defeated about it. We have to embrace it! And I encourage you to take all this in stride, learn from it, use it to your advantage, and go big on your personal branding goals! It will be worth the effort.

Become #1 on Amazon

January 18 SE CAPA Speaker Is Dan Blanchard

Don't miss this great opportunity to learn how your book can get an #1 rating on Amazon! How cool would that be to see your book listed as #1?

Our Monday, Jan 18th Zoom meeting starting at 6:30pm will feature our own Dan Blanchard, who will tell you how to make this happen for your book. The link to attend is <https://zoom.us/j/3671572517>

Dan is a bestselling and award-winning author, speaker, and educator. A TV Host, as well as a veteran of the Army and Air Force, a parenting expert, certified life coach, international columnist, and father of five!

Dan is a former Board Member of CAPA Avon and now the president of APSS-CT. He has written 30 books and every one of them has been Amazon #1 Bestseller

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)

January 16: Sharon Castlen: *Selling to Public and School Libraries – What's Different*

February 20: Karen Strauss: *“Seven Ways To Monetize Your Book*

March 20: Katherine Pickett: *“Crafting a Marketable Manuscript”*



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))

January 18: Dan Blanchard: **How to use KDP Select Free Book Promotions**

February 15: Ellen Feld: **How to Sell 100,000 Copies of Your Books**

March 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))

January 11: Brian Feinblum: **What to Avoid When Promoting Your Book!**

February 8: Speaker and topic to be announced

March 8: Speaker and topic to be announced



CAPA's Co-op Connection

CAPA's Co-op Connection listings will return when the events do!

Monthly Media Tip

If your topic has something to do with a late-breaking local or national news event, you may be asked to appear on a news show. This interview could take place live in the studio, live at a remote location or taped as part of a story to be aired at a later time. These segments are generally shorter in duration than on talk shows, lasting from two to four minutes, and in most cases the questions will be related to the current news event.

If in the studio, you will be led onto the set during a commercial break. The host(s) will probably be on the set already. There may be two hosts, so do not let that startle you.

If the host seems preoccupied, it is because he or she may be listening to the director's comments via an ear microphone. If so, do not interrupt or expect undivided attention.

I make it a point never to talk to guests before I go on. Guests have a tendency to have one really good response in them. If they regurgitate that beforehand, when we go on the air the next response is never as good as the first.

(Jim Bohannon, Host of the nationally broadcast *Jim Bohannon Show*)



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Free Virtual Meetings In January

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>

January 11: (6:30 – 7:30 pm, ET): *Knowing What to Avoid is Important When Promoting your Book!* By Brian Feinblum.

January 16 (10:30 – 11:30 am, ET): *Selling to Public and School Libraries – What's New, What's Different,* By Sharon Castlen.

January 18 (6:30 – 7:30 pm, ET): How to use KDP Select free book promotions to become a best-selling author, by Dan Blanchard.

January 21 (4:00 pm ET – 5:00 pm ET): *Scheduling for Success,* By Guy Achtzehn.

January 28 - 29: The Free, Virtual Book Selling University: Selling Books in a COVID World. Discover how to market your books in ways you never thought of for profits you never dreamed of even in uncertain times. For more information or to register for any or all courses go to: <https://bit.ly/2K0shHK>