



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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April 2021

CAPA Central Virtual Speaker on April 17 --

Sharon Duckett and her topic is:

Hybrid Publishing: What it is, what it isn't, and how to decide it's right for you

As writers, we hear about traditional publishing or self-publishing as our choices. Hybrid Publishing is a third option worth considering. In this session, I will discuss the pros and cons of hybrid publishing, how to vet a publisher, the costs, the benefits, and how my writing journey led me to selecting this choice. Sharon Duckett is an award-winning author who has been a computer programmer, project manager, and

deputy director in state government. In her debut memoir, *No Rules*, Sharon writes about her journey of awakening to feminism and discovering her own strength after running away from home to join the hippies in 1971.



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Meet April's Member of the Month: Linnéa Lindstrom, by Joe Keeney

Linnéa has written feature stories for newspapers, travel magazine articles and a weekly column about nature which she wrote for Mystic River Press for over five years. Her cum laude degree in Journalism and Public Relations enabled her to weave both careers into a passion and vocation.

The Public Relations part of that education helped make her successful as the Executive Director of the Mystic Chamber of Commerce. In ten years of service to the Chamber, Linnéa grew membership from 200 members to 700 members and increased the budget to \$1,000,000. During her service years, she oversaw job fairs, monthly educational

seminars and the writing / editing of four annual publications. She calls herself an obsessive editor referring not only to these publications but to all her writing.



Linnéa explained, "I write and rewrite – even my letters or FB posts are ruthlessly scrutinized." And she also applies that tireless editorial effort to all her writing projects: "I write an outline so I can stick to my original plan. It also allows me to keep my facts straight. After mak-

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SW CAPA Speaker**April 12****6:30 PM via Zoom****By Joe Keeney**

**Writing From
Your Deepest
Source, by
Author Amy
Oestreicher**



Through Amy's four skills to resilience, you will find your authentic voice along with an honest, organic way to express yourself in writing.

Those skills include writing exercises to stimulate creativity and storytelling, learning to structure the narrative in a compelling way, discovering ways to create spontaneously, utilizing tools to release yourself from the inner critic and transform your ideas into marketable creative writing.

You'll also learn by using a

'Detourist' tool how to gather your thoughts in a story you need to tell.

The author has given four TEDx talks on transforming trauma through creativity and contributed to NBC's Today, CBS, *Cosmopolitan*, *Seventeen Magazine*, *The Washington Post*, *Good Housekeeping* and MSNBC.

SE CAPA Speaker**April 19****6:30 PM via Zoom**

Nancy Butler will present Book Marketing for 2021 and Beyond. As an author of three award-winning books and an international speaker, Nancy will share with you, strategies for book marketing and ways to better attract your readers.

Marketing our books has become even more challenging with Covid, but it is also a time



when we can reflect on what we are doing and find more and maybe even better ways to make our books known to the people that would most want to buy and read them. Tune in and learn ideas you can implement immediately to market your books.

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**

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Meet A Member

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ing an outline, I transfer thoughts to index cards, and I hang them on a clothesline in my office cottage.”

Planning to write is her strength; the difficult part of the writing process for Linnéa is the avoidance of writing. She gets distracted by making other things (in life) more important -- and these can be hobbies like gardening, hiking and poetry, grandchildren, or serious distractions like the creation of a business. (She owned *Linnéa Home Boutique* decorating homes and businesses in Southeastern Connecticut).

Despite her distractions, she is planning a juvenile fictional novel about the Mystic Pequot Tribe. The book pivots around the Pequot massacre by Captain John Mason that occurred in 1637. Her account will include two boys who survived the massacre; she said it will be an inspirational story of survival.

After receiving a scholarship to an intensive summer semester in London writing theatre criticism, she said it brought together art, travel, theatre, literature, and writing. About the experience, she said, “I became more skilled in thinking critically, and the uplifting and exhilarating time there rounded out my education.”

We see that thinking in this talented writer’s advice to the novice: Brace yourself for disapproval; much criticism is subjective and not helpful. So, listen to the professionals, but follow your heart, too.

Road to Adventure; Connecticut’s Indie Bookshop Trail

By Karen Elizabeth Baril

Connecticut is one of those rare places on earth that is home to dozens of independent book shops. Not just one or two, but a marvelous collection of unique book-browsing adventures. Now that the pandemic is loosening its grip, it’s time to get out and explore the aisles of the indies. This column is first in a series to bring you to Connecticut’s bookshops, one indie at a time.



As local authors, indies are allies in this wonderful adventure of reading and writing and publishing. It makes good sense to support your favorite bookshop, not only through purchasing books, but by encouraging others to check them out as well. Indie bookshop owners love to display new authors.

Indie bookshops are good for the local economy with close to 73% of every dollar finding its way back into the community. Owners and staff care about books and they care about diversity, sharing a commitment to local and independent authors, showcasing books the big box stores won’t carry. The pandemic year was tough on independent book shops in the United States. For every week of the pandemic, one independent bookstore closed its doors forever. Why? We know why...we’ve all done it, “click!” and it’s in our shopping cart, a two day delivery. Easy, peasy.

But, easy isn’t always satisfying. Indie bookshop owners know that

book shopping is an adventure. You’re looking for the latest crime thriller and come home with a book on the cosmos.

Adventure. Experience. You don’t get that online. Indie bookshops are good therapy. And we need good therapy right now.

In this series, we’ll share the backstory of independently owned, brick and mortar shops; their unique flavor, down and dirty staff profiles, and fun things to do in the area, like hitting local gift shops or combining your visit with a wine tasting.

So go ahead, venture out on a rainy spring afternoon to explore the narrow aisles of your favorite bookshop. And drop us a line. Maybe your favorite bookshop will be the next indie profile!

Karen Elizabeth Baril writes from her farm in the northwest hills of Connecticut. She is the author of dozens of articles and personal essays that have appeared in magazines throughout the U.S. and Canada. Follow her at <https://karenelizabethbaril.com/>

The Origin of the Word “News”

Before the turn of the century, newspapers were called tabloids, chronicles, gazettes, etc. Most had local stories, and distant stories were quite old because it took a while for stories to travel (and they were subject to changes from hand to hand). With the advent of the teletype, stories could be broadcast at unheard-of speed. Several papers started carrying stories from all over – north, east, west and south – and that is why they are called ‘news’ papers. (*The Book of Useless Information*, by Noel Botham)

April Speaker Continued from page one

Sharon lives in central Connecticut with her husband, within driving distance of her three children and four grandchildren.

She is currently working on a thriller that takes place as the climate crisis worsens, and greed and corruption rule.

CAPA Members Have Access to Publishers Marketplace

CAPA is pleased to announce that we signed up for a paid membership with Publishers Marketplace. Here's how it's going to benefit you.

Professional-strength databases of information you can't find anywhere else at any price—the ones that pretty much every publisher, media outlet, and agent in the business relies on every day.

If you have a new title that is being launched, you can reach others in book publishing at a site that true professionals call on millions of times a month.

This would allow you to get noticed by Podcasters, radio and TV shows, etc. Note, you must be an active member with CAPA....

Premium Features for Marketplace members

The authoritative reports of dozens of new sales every day—and a database of over 100,000 deals.

To report a deal, please email Dennis DennisSchleicher@me.com include your genre, short bio maximum length 150 characters. Authors name. Illustrator, if any. Book title. Short description, maximum length, 500 characters.

Post to the CAPA Blog

By Bill Hettinger

With the launch of the new CAPA website (<https://ctauthorsandpublishers.com/>), we've created the CAPA Communications Blog. The CAPA Communications Blog is a place where members can share your writing and publishing stories, tell us about your latest book, share your expertise to help your fellow authors and publishers navigate the writing and publishing process, get information from CAPA members on writing, editing, publishing, and marketing, and get updates on the latest CAPA and industry news.

Posting to the CAPA Communications Blog is open to all CAPA members. We're actively seeking blog posts from CAPA members. If you are interested in posting to the blog, please submit your post as a Word document to CAPA PR director Bill Hettinger at drbillhettinger@gmail.com and he'll take it from there. Blog posts should be between 200 and 1,000 words. Feel free to include some brief bio information and links back to your book or website.

Once your blog is posted, you can share, post, and tweet, on your favorite social media platforms. This will help build the Google and social media credibility for both you and CAPA.

Not currently interested in submitting a blog post? You can still get an email each time a new blog is posted. Just go the CAPA Communications page on the CAPA website (<https://ctauthorsandpublishers.com/member-news/>), scroll down to the bottom of the page and enter your email to subscribe.

CAPA Member Celebrating Success



Noreen Grice said, "I presented an hour-long webinar on accessible astronomy on March 18, 2021 for The Astronomical League, the umbrella organization for astronomy clubs across the United States. The webinar included specific references on strategies to use my most recent books, *Everyone's Universe* and *Touch the Stars 5th edition*, in public astronomy outreach events.

Also, a two-page review of *Touch the Stars 5th edition*, was just published in the Spring (March) edition of *The Planetarian* (journal of the International Planetarium Society).

Writing Tip

"Techniques for breaking writer's blocks include spontaneously writing in a journal, talking into a tape recorder, screaming, chopping wood, throwing heavy objects ..."

John Long

“The Paradox of Voice, Plot and Prose in Fiction”

By Adele Annesi

Writers may have a unique voice, an imaginative storyline and distinctive prose and still find that the sum of the parts doesn't equal a cohesive whole. Why? One reason is the writing.



The writer who aims to present a well-developed voice and story is a writer who aims high. And aiming high is good. The paradox is that unless the prose, the actual words on the page, effectively conveys these and the other elements needed for quality fiction, the individual elements won't matter much.

So how does a writer skillfully create prose robust enough to convey all the elements of craft? By starting with a right perspective and a critical eye.

In art, perspective is the ability to draw something on a two-dimensional surface in a manner that accurately depicts the object's proportions and position. Yet, to achieve perspective, the artist must step back and ask questions of the work. Does it look like the intended object, if that's what I'm going for? Does the object occupy the proper space in the overall drawing? Does it tell the viewer something more than just its identity? In short, the artist—and the writer—must view a work with a critical eye.

The last thing we may want in daily life these days is criticism. But this isn't criticism in the pejorative sense. It's critique in the analytical sense. And it's a skill best used after a first or an early draft. In a first draft, the writer is still telling herself what she thinks is the story. In later drafts, the writer is discovering the story. And attentive writing—writing that is intentional—actually helps this process.

The added paradox is that when writers create beauty, lovely writing, they often have trouble figuring out what to jettison. But lovely can easily get in the way of clarity and character development, and that can't be allowed. So what steps can a writer take to avoid this trap? Here is a list of steps writers can use to strengthen their prose:

- First, put the first or early draft aside for at least a week, and work on other things.
- When you return to the work, cultivate the mindset of awareness and expectation: awareness and actual expectation of problems.
- Then read through a small section of the work, just the first paragraph, and begin to tinker.
- Remove every unnecessary word, every unclear word and phrase, and replace them all with precise words and phrases. Use a thesaurus or Word's synonym feature.
- Take what's left and restructure it in whichever order offers the greatest impact. Chronological order works best for describing events.
- Reorder paragraphs for the order in which events happen.

The key is to take each step individually. This means going through a paragraph or section once per step. This will enable you to see the before and after of a sentence, paragraph, scene or section. This is a process that takes determination.

Once you've done all this, put the section aside for a bit. Then come back to it and repeat the process. Be ruthless in your edits. If it helps, imagine having to hand your work to someone else to check. While the key to these steps is to take them one per read-through in the beginning, the better you get at editing, the more steps you can combine at the same time.

For particularly natty sections or chapters, revert to the one-step-per-read-through approach. For added help, try printing the section in question and reading the hardcopy, preferably somewhere you don't usually read your work. And remember the caveat of Noah Lukeman in *The first Five Pages*. The art of writing can't be taught, but the craft of writing can.

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

CAPA Has A New Website:
www.ctauthorsandpublishers.com

Please take a look at our new website and let Robyn Bage know your thoughts -- pro and con — at rjbage@comcast.net. If you are not a member of CAPA and would like to learn about member benefits or become a member, please visit the 'Become a Member' section of our website."

SE CAPA:**Connie Bombaci – Success from Faith and Hard Work****By Elizabeth Saede**

Writers who attended the March SE meeting felt a ripple of empathy as Connie Bombaci shared how a college professor viciously and publicly critiqued her writing. Connie didn't dwell on the professor's negativity and was eventually inspired to write *Hogan's Hope*. Her steps to Dream, Hope, & Trust her way to success launched her onto Oprah, Dateline, National Geographic, Reading Rainbow, and other national TV shows. The cause for all that attention was Hogan, a deaf Dalmatian rescue to whom Connie & Jim taught sign language. Many people believed deaf dogs were so defective, dangerous, and dumb that they should be destroyed, but Connie and Hogan would prove otherwise and save the lives of countless deaf dogs through their examples.

Sharing Hogan's story of abuse, neglect, near-destruction, and rescue in his own canine voice created a uniquely inspiring story and more than one book. Connie gathered expert advice but found some of her greatest success came as a result of trusting her own faith-filled heart. She adopted other deaf pups, received 15 separate awards and many speaking opportunities. Countless steps brought her success, but she continues learning and encourages others to do the same.

Some of the best tips from her presentation include:

- Hope is to have faith in our stories, writing ability, and plan for sharing.
- Continue in ongoing learning and seek out expert help. Ask, "Who can help?"
- Trust that even mistakes are good if they help us to learn. Forgive others their mistakes.
- Believe that "Sometimes the greatest outcome we can achieve is not what we do but who we become." Connie.
- Obtain the helpful free book, "Why Authors Fail" from bestsellersecrets.com
- Get ISBN, Library of Congress (LOC), and PCIP numbers prior to publishing.
- Research distribution and publication options as each has pros and cons.
- Create an Electronic Press Kit (EPK) for marketing.
- Use a great e-mail letter with a strong story, an offer, and a question.
- Take advantage of the free TinyURL.com to shorten long links to videos.
- Develop and use a real plan.
- Use hashtags, categories, and keywords effectively in social media.
- Submit for awards including Connie's² favorites: IBPA Benjamin Franklin, Next Generation Indie, Book Awards, The Book Designer.
- Figure out, "What ONE thing can I do today?"



Connie launched PTL (Praise The Lord) Publishing to have more control over her own success and knows her faith and hard work are more than enough for her and for each of us. She is a friend to all and will graciously share resources if you contact her: ConnieBombaci@gmail.com. She is proof that we are all blessed by sharing with and supporting one another. ConnieBombaci.com.

Marketing Tip**By Pam Lontos****As an Author, You Must Strive For "Top Of Mind Awareness"**

The frequency of seeing your name over and over is what makes you a celebrity.

You want people to say, "I've seen your name everywhere!" That's the way you will sell more books. So even if you're a shy author, with print and electronic media, you can make sure your book is seen everywhere.

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Sweet Dreams Fulfilled

By Tish Rabe

My most recent appearance on CAPA member Jim Bennet's show "Books and Beyond" was especially fun because it focused on my latest book "Sweet Dreams Ahead Time for Bed", the first from my new company Tish Rabe Books, LLC.



After decades as a best-selling children's book author, I found myself suddenly unable to visit schools, sign books, and inspire students as "The Singing Author". Though I was booked across the country for Read Across America, every visit was suddenly cancelled.

So I decided to assemble a team of talented professionals to fulfill my lifelong dream of launching a publishing company where I could write inspiring and educational books, oversee production and marketing and learn more about how books are created.

Our Executive Editor, Jennifer Perry, is the former Vice President and Publisher of Sesame Street Books, our Art Director has a deep background in book design, and CAPA's own Elizabeth Saede is our Marketing Manager. Together, we wrote our mission statement: Tish Rabe Books, LLC is committed to creating books and media that make a positive difference in the lives of children, parents, teachers and caregivers worldwide. Gill Guile, an award-winning artist from the U.K., hand painted the sweet animals that make this first book magical.

As a grandmother of five, I know that children need sleep to help them learn, and grow so I wrote this title as "three books in one". It's a restful, rhyming story book, in-

cludes tips for parents and caregivers to make bedtime easy and enjoyable, and features a gentle lullaby I wrote to the tune of "Twinkle, Twinkle Little Star". It's easy enough for both adults and children to sing and has already garnered lots of fans. Listen at TishRabe.com.

The business plan at Tish Rabe Books is unique. I write all the manuscripts (we don't accept outside submissions) and work with companies and nonprofit organizations to create books, videos and animations. "Sweet Dreams Ahead Time for Bed" and the Spanish version "Dulces Sueños se acercan la hora de dormir" were labors of love that are now available on Amazon and Kindle. Additional books and video projects are under way and it is wonderful for me to fulfill a lifelong dream of working with a dedicated, creative hand-picked team, while preserving my own intellectual property. Keep reading and writing! TishRabe.com

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)

(All meetings run from 10:30—11:30 am. Watch them live and ask questions of the speakers. For more info contact BrianJud@bookapss.org)

April 17: Sharon Dukett: Hybrid Publishing

May 15: Michelle Vandepas: Overcoming Writers Block

June 19: Becky Parker Geist: Marketing and Leveraging Your Audiobook



CAPA SOUTHEAST (Groton)

(All meetings run from 6:30 —7:30 pm. Watch them and ask questions of the speakers. For more info contact Elizabeth Saede, Elizabeth@mysticrest.com)

April 19: Nancy Butler: Book Marketing for 2021 and Beyond

May 17: Speaker and topic to be announced

June 21: Speaker and topic to be announced



CAPA SOUTHWEST (Shelton)

(All meetings run from 6:30 —7:30 pm. Watch them live and ask questions of the speakers. For more info contact Joe Keeney, jkeeney9267@spamarrest.com)

April 12: Amy Oestreicher tell us how to "Make Words Leap From The Page"

May 10: Speaker and topic to be announced

June 14: Speaker and topic to be announced



Monthly Media Tip

As the time approaches for your segment, someone will take you to the studio and direct you to your seat. You will be shown how to use the microphone if you do not know how. If you have questions about any procedures or equipment, ask them at this point.

It is always important to make a good impression because it may affect the way the host works with you during the interview. These hints will help you create the right image:

- When the host arrives, relax, shake hands confidently and smile. Ask, "What can I do to help you make this a great show?" This makes you a co-host and demonstrates your confidence and flexibility.
- Describe the major points you want to address, and point out the list of questions you have prepared (bring an extra copy of your list with you).
- Tell the host how you want to be described on the air, for example, as author, publisher, consultant.
- Ask how you can weave any local interest into your conversation.
- Ask about the timing of the breaks and how long each will last.

"If you're going to prepare questions for the host, you might as well write questions that are going to push your point of view."

Jim Bohannon



CAPA
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Free Virtual Meetings In March

Except where noted, all events are here: <https://us02web.zoom.us/j/6762224705>

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. The link for these consults is **<https://zoom.us/j/3671572517>**

April 12 at 6:30: "Through Insight And Self-Understanding, You Can Make Words Leap From The Page," by Amy Oestreicher

April 17 at 10:30 am: See Page One for a description of the presentation about Hybrid Publishing by Sharon Duckett

April 19 at 6:30: Nancy Butler will present "Book Marketing for 2021 and Beyond." As an author of three award-winning books and an international speaker, Nancy will share with you, strategies for book marketing and ways to better attract your readers.

April 22 at 6:30: "How to Monetize Your Message: 5 Steps to Book-Selling Success." Speakers are Rocky & Cheryl Detwiler. As seen on A&E, ABC, ESPN, FOX, and NBC, Reality TV stars and authors, Rocky & Cheryl Detwiler are professional coaches who teach authors how to land paid speaking engagements, create workshops, and sell their books in bulk. The link to the meeting is **<https://zoom.us/j/3671572517>**