

The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 28 Issue 5

<https://ctauthorsandpublishers.com/>

May 2021

CAPA Central Virtual Speaker on May 15 -- Michelle Vandepass and her topic is: *Writing Your Book with the End in Mind* (10:30—11:30 am)

“Everyone we talk to wants to write their book. But only a fraction actually completes their writings and publishes their book. Usually, it’s the self-doubt and fear that holds them back. Whatever the reason may be, it’s important to realize that writing books really isn’t that complicated. You can write your book – and you’ll accomplish it exactly the way you eat an elephant — one step at a time. Regardless of what is

holding you back, do not get stuck in “analysis paralysis.” If you are in that position right now – stuck – Michelle can help!”



Continued on page 4

Meet April’s Member of the Month: Sandy Tovray Greenberg By Joe Keeney

Sandy is the true renaissance writer. She writes everything from movie scripts to ghost writing memoirs for others. Some of that talented writing energy, however, is devoted to her daughter who suffered from an acquired brain injury at age three.

Her daughter’s special needs inspired her to write and co-write the following titles: *When God Comes Knocking* – A memoir about what happened to her daughter; *How to Help Your Special Needs Child* – a non-fiction book she co-wrote with another mother; *Accidental Courage*, *Boundless Dreams* – invited to cowrite with the woman who started playgrounds for children with disabilities; *Taking My Breath Away* –

initiated the story of a couple’s first love; the girlfriend has Cystic Fibrosis.



While special needs inspired her writing, she credits screenwriting for a different kind of incentive: Sandy explains, “Screenwriting feeds my soul.” Her latest movie script has hit the highest movie decision-making level at the Hallmark network; and that must be a good feeling.

Continued on page 3

Inside This Issue

CAPA Board of Directors	p. 2
SWCAPA May 10 Speaker	p. 2
SECAPA May 17 Speaker	p. 2
Writing Tip	p. 2
Communicate with Readers	p. 3
How Many Books to Print?	p. 4
CAPA Members’ Successes	p. 4
Artisanal Prose	p. 5
Marketing Resources	p. 6
Are Writers Happy?	p. 6
Publishing Quotation	p. 7
Upcoming Meetings	p. 7
Monthly Media Tip	p. 8
May’s Virtual Meetings	p. 8

Contributors

Adele Annesi
 Dick Benton
 Nancy Butler
 Matilda Yenowich Dumbrill
 Brian Feinblum
 Becky Parker Geist
 Sandy Tovray Greenberg
 Arthur Insana
 Brian Jud
 Eric Kampmann
 Joe Keeney
 Joyce Lapin
 John Long
 Tom Nolan
 Elizabeth Saede
 Penny Sansevieri
 Michelle Vandepass

**SW CAPA Speaker
May 10
6:30 PM via Zoom
By Joe Keeney**

Nancy D. Butler, International speaker, author, and entrepreneur will talk about book marketing for 2021 and beyond. She will reflect on better ways to make our books known to people, despite the challenges of Covid.



Nancy, a long-time member of SECAPA, built an asset management business from \$2 thousand to \$200 million in assets before selling it. And Nancy has been quoted in national publications: Money magazine, USA Today, Forbes, US News and World Report, The National Business Institute, The New England Real Estate Journal, The Financial Planning Assn., AARP,

The Chicago Tribune, The Day and many more.

She is the author of three award-winning books: *Above All Else: Success in Life and Business*; *Above All Else, Independence, Happiness and Success in Your Senior Years*; *A Realtor's Guide to Greater Success*.

The Zoom link is <https://us02web.zoom.us/j/6762224705>

**SE CAPA Speaker
May 17
6:30 PM via Zoom**

Arthur Insana of Edge Studio will give us what we need to know about the process of getting an Audiobook published. To date, Arthur is credited with ...

- 1,000+ audio productions for most of the major publishing companies

- 40+ best-selling audiodramas, audiobooks, and audio documentaries (*New York Times*, *Publishers Weekly*)
- 10 Audie nominations
- 3 Audie wins
- 9 audio productions named "Best of Year"

The link to attend is <https://us02web.zoom.us/j/6762224705>

Writing Tip

"Contrast opposites by containing them within a single sentence. 'He motored to Las Vegas in a Coupe de Ville, and he walked back home in a barrel.'" John Long

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

CAPA Officers' & Board Members' Contact Information

Founder	Brian Jud	brianjud@comcast.net
Co-Founder (CAPA)	Jerry Labriola	Labriola00@aol.com
President	Dennis Schleicher	dennisschleicher@me.com
Vice President	Robyn-Jay Bage	rjbage@comcast.net
Treasurer	Brian Jud	brianjud@comcast.net
Secretary	Elsa Kurt	authorelsakurt@gmail.com
Immediate Past President	Dan Uitti	dan@uitti.net
Newsletter Director	Brian Jud	brianjud@comcast.net
Meet-A-Member Articles	Joe Keeney	jkeeney9267@spamarrest.com
Meet-A-Member Articles	Barbara Meredith	dbmeredith@charter.net
SECAPA Co-Director	Patti Brooks	patti@pattibrooksbooks.com
SECAPA Co-Director	Elizabeth Saede	Elizabeth@mysticrest.com
SWCAPA Director	Joe Keeney	jkeeney9267@spamarrest.com
Program Director	Brian Jud	brianjud@comcast.net
Membership Director	Dick Benton	robenton@optonline.net
Website Director	Dan Uitti	dan@uitti.net
Special Activities Director	Deborah Kilday	kildaykrafts@aol.com
Publicity Director	Bill Hettinger	drbillhettinger@gmail.com
Networking Director	Position Open	
Past-President, Advisor	Roberta J. Buland	rjbuland@comcast.net
Past President, Webcasting	Steve Reilly	sriles40@aol.com

Editor—Brian Jud, Meet-a-Member Column—Barbara Meredith and Joe Keeney,
Copy Editor—Deborah Kilday, Staff Photographer—Deborah Kilday,

Meet A Member

Continued from Page 1

The writing process, on the other hand, is a good feel for Sandy. She enjoys taking ideas and developing them. She starts with an idea and writes it down like a brain-storming session, on the computer. She says, “the most satisfying part of the process [the part she loves] is editing, it super motivates me and new ideas pop-up.”

Sandy’s current passion is her upcoming book, *Who will Butter My Toast: How to Create a Handbook for Caregivers*. She calls it a valuable *how-to* book for writing a handbook to assure that all likes, dislikes, and safety needs are met for the person requiring care.

Like some of her other books, it probably will be independently published, even though she has been traditionally published, too (Prima Publishing).

For marketing, the author uses a Social Media manager. The manager has created a website and urges her to write blogs for it.

Her formal academic background includes degrees in history, a MEd in elementary education and weekend and weeklong seminars in writing. She has worked as an Educational Media Specialist, freelance photographer, reading and writing tutor and freelance senior character model.

Her other passions (after *Who will Butter My Toast?*) are kindness to animals and kindness to people. This talented author’s advice to the novice writer: “If you love to write, write! Never worry about the editing process, just capture ideas and mold them.”

Is What You Have to Say What People Want to Hear?

By Brian Jud



When authors complete their manuscripts, they are proud of their work, thinking it will be a blockbuster. That is certainly understandable. However, in the final analysis it is the reader -- not the author -- who defines the value of the content. It is valuable only if the readers believe they are better off after reading it than before.

Creating reader value is less likely to happen if the content is written from the author’s perspective – what he or she believes the readers need to know. Invariably, that is based upon the author’s personal experience, not upon the perspective of those in the target market and even more rarely on analysis of competitive sources of information. A typical comment (one that generally leads to failure) is, “There is no other book like mine out there.”

If authors will ask themselves and answer these five questions, their chances of creating valuable content -- valuable to the reader -- is greatly enhanced.

Question #1: Who is my target reader? Most authors define their potential buyers as “everybody.” However, given limited time and money it will be difficult to reach them. Define your prospective buyers with Five Ws. **Who** are they

demographically? If it is an older audience you might consider a large print version. You may define them as “women, but are they mothers, career women or in retirement? Where do they shop? That will tell you the places in which you need to have your books available for sale. When do they buy? Is your content of seasonal value? Or purchased as a gift? What form do they want your content delivered? Is it a printed book? An ebook or an audio book?

Question # 2 (The fifth W): Why do they want (vs. need) your information? Look past what people say they need to identify what they really want. Do they need to lose weight or want to be more attractive? Do they need more money or want to provide for their families, pay for their child’s college or save for a secure retirement? This does not require professional analysis, but by asking yourself “Why?” until you get to the real issue. For example, “Why do people need my cookbook? To be better cooks. Why is that important? To prepare tastier meals. Why is that important? So their families will eat without complaining. Why is that important? So they will be healthier. Why is to that important? Readers will feel like they are being a better parent. Now you have the basic motive to which you can appeal.

Question #3: What sources of information already address this desire? In other words, what are you competing against? You compete not only against other books, but against information that is readily available on the Internet. Conduct a search on Amazon.com for books that address your message. Every book has competition, and if you think yours does not, reevaluate the potential size of your market opportunity. If nothing else you compete for shelf space, media space and time, and your share of

Continued on page 4

May 15 Speaker

Continued from page one

Key takeaways

- Answering the call to write
- Connecting with your reader
- Building your writing practice
- What stops writers cold

The link to attend is <https://bit.ly/3unUIkW>

How Many Books to Print?

By Eric Kampmann

Inevitably we must face up to the question of "how many books should I print?" If you ask your printer, they will suggest more rather than less because, they say, "your unit cost will be lower." If you ask the author, they will generally push for more because they are going to go out and push their book everywhere. And if you ask your distributor (if you have one), they will return the favor by asking you "how many do you want to print?"

Let's face it, fixing on just the right number is not science. Each book is different and requires its own unique set of calculations.

But there are a few general rules to follow. First, be conservative. You can always reprint. Second, if your book is aimed at the bookstore market, never print more than six months anticipated supply. If you are reprinting predictable backlog, you might print up to a year's worth of inventory, but remember you are tying up cash. Third, use the sales history of similar books to judge your needs.

Finally, books depreciate faster than new cars. If you are forced to remainder, you will do it at pennies on the dollar.

Are You Communicating with People

Continued from page three

people's attention. In corporate sales you compete against coffee mugs, golf shirts and other promotional items. Know the value of each relative to your content.

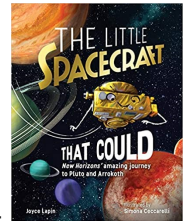
Question # 4: How is my content different from and better than what already exists? You will not make news (or sales) if you have nothing new to say. Your stakeholders—prospective buyers, retailers, distributors, librarians and the media -- do not want more of what already exists. Peruse the information currently available to see how it differs from what you have to say. Readers do not want more of what they already have. They are looking for something different because what exists does not provide the results they want. Create content that is different and better so that you give your readers a unique way to solve their problems.

Question #5: How can I use the answers to those questions to create and market content that will provide value to readers? Your responses to the first four questions make it significantly more likely that you will have the right product, delivered in the proper form where it is easily accessible by people who need the unique and valuable information you provide. Your promotion will engage prospective buyers because your message describes how they can get what they really want.

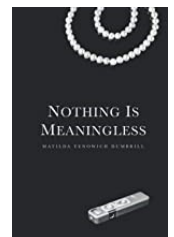
Brian Jud is the author of *How to Make Real Money Selling Books*, brianjud@bookmarketing.com or www.premiumbookcompany.com

CAPA Member Celebrating Success

CAPA member Joyce Lapin, author of *If You Had Your Birthday Party on the Moon*, is thrilled to announce the release of her new non-fiction picture book. *The Little Spacecraft That Could* is a real-life adventure to Pluto and beyond, and has earned a starred review from Kirkus Reviews. Joyce hopes you'll enjoy it with the little astronauts in your life! If you'd like to contact Joyce, please visit her at her website, at <http://www.JoyceLapin.com>



Matilda Yenowich Dumbrill's third book *Nothing Is Meaningless* is published and available on Amazon. "An innocent young woman is recruited into a top secret CIA program and is encouraged to travel to divert attention from a CIA agent operating in Europe." I am now working on the sequel.



Dick Benton said, "Book four of *Conflicts, Inside Caring* should be live before the next CAPA meeting."

Adele Annesi is now piloting a Mentoring Program in intermediate to advanced fiction for the Westport Writers' Workshop. The program has rolling admissions and is open to applications from qualified writers. For details, see Mentoring Program for Intermediate to Advanced Fiction <https://www.westportwriters.org//mentoring-program>, or contact Westport Writers' Workshop at info@westportwriters.org or (203) 227-3250.

“Extremes of the Day: How Solitude Fosters Creativity”

By Adele Annesi

My writing place in the house where I used to live was pretty dismal. Oh, the room was a nice enough, as rooms go, but it was glacial in winter and blistering in summer. It was once a porch so it had a dual-aspect, northern-western exposure and no insulation. But there were windows so there was light, though not in early morning, when I usually went in to write.



If you're a morning person or even if you're not, you know how important solitude is for creativity. There's something about the quiet that enables deep thought, the kind of introspection needed for writing, good writing. In the quiet hour, even amid days when we feel the last thing we need is more solitude, there is something about time alone that wakens the mind and stirs the soul.

For writers especially, one of solitude's advantages is its settling effect. When there's no one else around and no devices to interrupt us, we're alone with our thoughts. This can be a scary experience, whether because of the thoughts that come crowding in, or because we face a blank page with no idea of what to put there, or because we've reached a stage in our work where we don't like what we've written and fear that improvement is impossible.

One key to getting through such moments of fear is patience. As writers, we need to give ourselves time to consider what we're writing, what we want to write, what we've already written and what to do with it. One tool I use in moments of confusion and doubt is to open a new document and write out exactly what I'm confronting, what I fear about the work or about me as a writer. For fiction, it can be a plot that feels stilted or overly intricate, or that I've bitten off more than I can chew. For nonfiction, it could be that I'm writing one thing but really want to convey something different. The only way to work through these problems is to confront them. This takes time, and it usually takes time alone.

Another of solitude's writing advantages is that it enables us to read our work deeply, to see the forest we couldn't see while we were planting and pruning the trees. As a writer, I often write at the extremes of the day—early morning or late evening. In the afternoon, I often revise. At that time of day, I have less tolerance for flowery prose that sounds good but serves no good purpose. I wouldn't know these things about myself, my writing and my process if I hadn't taken the time to pay attention to the patterns of creativity that work best for me. And because these patterns change over time, solitude is a staple of the writing life.

My writing place now isn't static; neither is when I write. I often write in different rooms at different times throughout the day and evening. The rooms have lots of windows so the space is usually bright, but the atmosphere is still one of extremes: chilly in winter, hot in summer. And I have to stretch to fit the timing and patterns of how and when I work. But one thing remains constant. I need the time, and I need the time alone, without the devices and interruptions. If anything, these realities are even more pronounced now as many of us still face isolation in ways we never imagined. But these places and times and seasons, even of extremes, can still be productive, toward better writing, deeper writing and a deeper understanding of ourselves as writers and as people, as well as those around us facing the same challenges.

If you need time and space to write but can't quite manage the effort, consider these questions:

- How might you redesign your writing space to be more comfortable and inviting?
- Is there another space where you live that would better facilitate your work?
- What is the best time of day or evening for you to write?
- If you don't have a large chunk of time to write, when might you shoehorn in a bit of writing?
- If large blocks of time won't work for you, can you leave your work open and accessible so that you can chip away at it bit by bit?
- How might you adjust your expectations to better accommodate daily life?

Happy writing!

Adele Annesi is an award-winning author, editor and teacher, and co-founder of the Ridgefield Writers Conference. With questions email Adele at a.annesi@sbcglobal.net

SE CAPA:**Nancy's
Butler's Self-
Marketing
Resources****By Elizabeth Saede**

CAPA SE is fortunate to count Nancy Butler among our dedicated members and even more so when she shared a presentation packed with incredibly good ideas for book self-marketing in 2021. Here are some of the online resources she recommends:

- Sell books without a website: Gumroad.com
- Find readers and book recommendations: Goodreads.com
- Podcasts looking for speakers: podmatch.com
- Events in CT: festivalnet.com/Connecticut-craft-shows
- Dates to which you may connect your book: holidaycalendar.com/categories/weird
- Meetup book clubs: meetup.com/find
- Tools for book marketing research: kindlerranker.com
- Virtual book signing help: sellingbooks.com/virtual-book-signings
- To sell your signed e-book: authorgraph.com
- To sign and publish your e-book: publishourown-books.com
- Free QR code generator: qrstuff.com
- When is daylight and sunset in the place you're writing about: timeanddate.com/sun

- Book formatting: blog.reedsy.com/how-to-format-a-book
- Graphics for books or ads: wordart.com
- Make book covers, ads, and more: canva.com
- Royalty-free images: pixabay.com
- Tons of online conversion tools: ginifab.com/feeds



Thank you, Nancy, for saving CAPA members countless hours searching for this valuable information. Nancy is a certified financial planner and a professional speaker who has written award-winning books, and is the CEO of Above All Else, Success in Life and Business. She may be contacted at nbutler@aboveallelse.org and her April CAPA SE presentation is on the new CAPA website CTAuthorsandPublishers.com.

Publishing Quotation

"In the absence of a decent time machine, fiction remains the most sturdy vehicle for visiting other eras."

Tom Nolan

**Are Writers Happy?
By Brian Feinblum**

Finland, for the fourth year in a row, ranks as the happiest nation, based off of surveys of people around the world. There is no measurement used to judge what makes one happy nor is there a standard of living that is evaluated for comparison. They answer one simple question: On a scale of 1 to 10, how happy are you?

It is not: How successful, safe, loved, blissful, healthy, or wealthy are you? It is not about any one specific thing or aspect in your life. This is simply about whether one feels happy, doesn't matter why, and if so, to what degree, regardless of what they choose to use as a barometer.

Finland, a Scandinavian socialist paradise, doesn't suffer from some of America's problems. They have a nice security blanket: paid-for, world-class healthcare and education. It is a safe and peaceful place. However, it is not a climate-friendly place.

With 200 days of winter and two full months where the sun never rises above the horizon, and temperatures that can drop to 20 degrees below zero, this is an ice desert.

The Finnish still have to contend with human nature, and humans are competitive and aspirational. Even in Finland, the people may not be fully satisfied, but compared to other nations, they look to be the happiest.

Americans are challenged by the happiness question. Can you be happy but unsatisfied enough to want more? Americans, by nature, are in a state of striving for more.

Continued on page 7

Are Writers Happy?

Continued from page 6

No matter what they have, more can be obtained, so they are in pursuit of it. Further, they envy others for what these people have, and look through a Facebook posting lens that distorts reality.

The US, by the way, despite reportedly having the highest number of covid deaths of any nation in 2020, and with heavy job losses and shutdowns, shot up from 19th to 14th happiest last year.

Are authors happy? Is being an author a cause for celebration or condemnation? Authors feel good when writing and getting published; otherwise, they whine over a lack of sales, awards, recognition, or fame.

They are certainly happy:

*When writing, not so much when marketing.

*When researching and dreaming up their book, not so much when editing.

*When they see a printed book, not so much when formatting a book to be self-published.

*When a literary agent or publisher accepts them, but not when begging them for representation.

*When they get a great review, and not so much when they ask friends to post a review who are too lazy to do so.

*When their book spreads a positive, empowering message, but not so much when they see a frivolous book hit a best-seller list.

It all begs the question: Are authors happy?

Is being a writer an activity that makes us happy — or is it a way of being, an identity that one can't shake even if he or she wants to?

Writing is perhaps a sign of mental illness. It is definitely a channel for many who are depressed, angry, ignored, marginalized, or victimized. But it is also a beautiful art form that we use to paint a better world — informing, inspiring, enlightening, and entertaining us.

Being an author may or may not make one happy, and it may or may not lead to any type of success that can be measured by traditional metrics. However, it is what millions of us do and are, and we wouldn't -- and couldn't -- trade it for anything!

Brian Feinblum, the founder of this award-winning blog, can be reached at brianfeinblum@gmail.com He is available to help authors promote their story, sell their book, and grow their brand.

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

May 15: Michelle Vandepass: Writing Your Book With the End in Mind

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

July 17: Penny C. Sansevieri: Pitching You and Your Book to Media



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)

May 17: Arthur Insana: How to Get an Audiobook Published

June 21: DJ Cooper will announce the winners of the First 200 Words contest

July 19: 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)

May 10: Nancy Butler: Book Marketing for 2021 and Beyond

June 14: Speaker and topic to be announced

July 12: Speaker and topic to be announced



Monthly Media Tip

When on the air, be concise. Make every word count. Some people do not speak for television; you do not have time to set up your answer. Give your answers in complete thoughts in a concise amount of time. Don't digress to other points and do not ramble.

"A good guest is one who speaks clearly about the subject, gets the point across in less words, not more." Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*

"I want somebody who is going to be concise, clear and accessible. Someone who can take perhaps complicated information and put it in very simple, understandable terms." Rita Thompson, Field Producer for *CNBC*, *CBS News* and *Chronicle*

People filter out anything they feel is irrelevant, but listen more intently if something seems to be important to them. It is not difficult to take part in an interview if you know and believe in your message.

"We're looking for someone who is not boring but who doesn't talk too much. Someone who gets to the point. Someone who can speak clearly, naturally and someone who can address the questions that the host asks." Larry Kahn, Director of Talk Programming at Westwood One Entertainment



CAPA
P. O. Box 715
Avon, CT 06001-0715

Free Virtual Meetings In May

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>

The link to all these events is:

<https://us02web.zoom.us/j/6762224705>

May 10 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.

May 15 at 10:30 am: See Page One for a description of the presentation *Writing Your Book with the End in Mind*, by Michelle Vandepass

May 17 at 6:30: Arthur Insana of Edge Studio will give us what we need to know about the process of getting an Audiobook published.

The next free, virtual Book Selling University will be held on June 17 - 18, 2021. Save the dates and more information will be coming soon. Discover how to sell to non-bookstore buyers you never thought of for profits you never dreamed of even in uncertain times.