



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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CAPA Central Virtual Speaker on July 17 -- *Pitching You and your Book to Media: How to find (and pitch!) the right media for your book!*

By Penny Sansevieri
(10:30—11:30 am)

Whether you are a fiction or non-fiction author, getting more media is a big goal for a lot of authors, but it can be tricky because media isn't always waiting for your topic. So how do you get them interested?

In this presentation I will discuss different types of media, what

the media wants, and how to create an irresistible pitch!



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Meet July's Member of the Month Adele Annesi, by Joe Keeney

Adele is a writer, editor, teacher, co-author who has authored articles, column, posts, reviews, and stories published in such venues as *Epiphany* and the *Washington Review of Books*. That kind of writing effort made her a resource in CAPA; and any member can go-to her seeking advice.

It started at the age of eight when she developed her own motive to write. She explained, "I began writing as a way of understanding the world around me." And that motivation made her a lifelong proponent of learning which remains to this day. For example, (just this summer) she received a scholarship to attend Vermont College of Fine Arts Post-graduate Writers Conference.

Adele declares, using the editing process to discover fresh aspects of a story was one of the most satisfying part of her understanding-the-world through writing. She calls it tinkering: (analyzing what she wrote) word by word, phrase by phrase, sentence by sentence, paragraph by paragraph, scene by scene and chapter by chapter with the aim of refinement, and new story direction blossoms.



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SW CAPA June Meeting Report

By Joe Keeney

The SWCAPA meeting held on June 14th with eleven members in attendance. Brian Jud sponsored and moderated the Zoom meeting.



Author Matilda Dumbrill talked about how she defines characters in a book using the clothing they wear; with this new description device, she can show who characters really are as well as who they wish to be.

Motivated by her seamstress mother at the age of six, Matilda developed the principles for this kind of characterization.

Her three (favorably reviewed) books show examples of these principles in motion:

NAKHORKA The Green Cigarette, a fictionalized novel of a tragic event.

MY BABE LADIES and a few bare men, her experiences as a dress-maker; and ...

NOTHING is MEANINGLESS, a spy novel about a naïve young woman who travels Europe as foil for the CIA.

that purpose to make writing easier and more satisfying.

Michelle, who serves speakers, coaches, and service professionals meet their missions, says you must delve into the heart of an ending by asking hard questions.

The author, a TEDx speaker asks the right questions; she is the nation's leading expert for personal development specialists who want to share what they learned by becoming authors.

Michelle is the author of *Purpose: The Alignment Guide* and many other books that deal with achieving a mission, and the founder of GracePoint, an innovative collaborative publishing partnership.

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

SW CAPA Speaker July 12 6:30 PM via Zoom

Know the Ending Before You Write

By Author: Michelle Vandapas

Knowing the ending of your short story or novel before you write it, fills your writing with purpose. You will learn how to work with

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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Meet A Member

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We see tinkering in how she defines characters. In her historical novel (final draft completion this summer), she puts her character in scenes with other characters to see how they interact – a sort of tinkering. And, because it is historical fiction containing elements of magical realism and is set in northern Italy in the Middle Ages, she uses chapter outlines and relevant backstory as extended writing devices.

For non-fiction, it is a little different. She groups by category a list of questions; the answer to these questions is the research she derives through personal interviews, reputable online sources, works in print and other kinds of research. Adele, the co-author of *Now What? The Creative Writers Guide to Success After the MFA* shares her three ‘C’s’ for research success, it must be credible, current and competent.

Like her research, her career has been successful, too. She is founder of the *Ridgefield Writers Conference* and *Muse & Music*; she is book editor at *Word for Words, LLC*; and was managing editor for *Southern Literary Review*; and former development editor for *Scholastic Publishing*. Her career led her to awards such as the *Editor’s Choice* from the *National Library of Poetry* and the *Clarion Award* for Essays, *About Life Transitions by Women Writers*.

On the personal side, this talented writer enjoys traveling and singing but admits her first love is creating mentorship programs, inspiring writers, and giving advice which – which she does here: “It’s been said writing what you know is a

terrific way to start. While that is true, it does not take long to realize, especially in fiction, that if you’re going to write a delightful story most of the work will come in discovering what you don’t know.”

In addition to *CAPA*, Adele is a member of the *Association of Writers and Writing*; *PEN America*; and her long-running editor’s blog for writers is *wordforwards.blogspot.com* and her website is *adeleannessi.blogspot.com*

13 Tips For Authors Who Speak To Sell Books

By Brian Feinblum

After skimming through the New York Times best-selling book, TED Talks: The Official TED Guide



to Public Speaking, by Chris Anderson, I extracted 13 pointers for any author seeking to deliver a strong, impactful speech. Here you go:

1. Never sound scripted, even if you really are. Don’t sound like you are reading or rehearsed – be yourself and follow an outline with a lot of flexibility. Read the crowd and give them what they expect.
2. Accompany your presentation with powerful visuals and images. Words spoken, alone, are not always enough to influence others, no matter how moving. Enhance things with short videos, pictures, drawings, or charts.

3. Vary your tone of voice and word inflection emphasis. Switch your speed of talking from time to time.
 4. Sound enthusiastic and passionate. Exhibit an energy that the crowd can feed off of.
 5. Inject third-party validation into your speech. Let them know that others, especially authoritative figures or groups, support and praise your work.
 6. Offer vivid examples, anecdotes, and statistics to support your claims.
 7. Thrust a bit of humor early into your speech, but avoid off-color remarks, offensive language, or jokes at the expense of anyone’s religion, ethnicity, gender identity, or politics.
 8. Be dramatic! Set the stage for pitting extremes against each other. Create a rivalry or exploit an existing one.
 9. Ignite curiosity and ask provocative questions.
 10. Make compelling, moving, insightful statements that invite agreement.
 11. Tease but don’t give your complete message away.
 12. Speak with conviction, meaning, and power.
 13. Use words that have impact, not just ones that functionally state something.
- Now, go out there, and deliver an amazing speech that gets people to take an action site: buy your book!

July 17 Speaker

Continued from page one

- What media is looking for: polishing your author platform and brand
- Perfect Pitch: How to create a pitch the media will love
- Podcasts are changing the world: how to pitch your book to the right ones!
- How to find the best media for your book
- The best timing for your pitch
- How early should you start pitching media?
- Tricks of the trade

Artisanal Prose *The Joy of Discovery — You Can't Communicate Without Stories*

By Adele Annesi

In one of my writing classes where we were studying the works of bestselling novelist and memoirist



Amy Tan, I asked the varied group of students what would they ask Tan if they could. One student replied, “I would ask which experiences led her to write her stories. After all, we can’t communicate without stories.” The student’s ob-

servations, especially in that context, shed new light on why we encourage writers, “Show, don’t tell.”

Teachers of both fiction and nonfiction writing often admonish students not to simply tell what happens in a story but to show it. In truth, both telling and showing have their place. Telling the reader what’s happening using straight narrative makes sense when you want to cover a lot of ground — in time, place, story or character evolution. It also makes sense when you want to press pause in the storyline and reflect on what’s happening in the tale and/or the people in it. Showing also has its purpose and its rewards—for both readers and writers.

Showing makes sense when you want to draw the reader into the world of the story and its people, real and imagined. Readers don’t like to be spoon-fed the storyline or be told who the characters are. We want the joy of discovering the landscape and inhabitants of the world of the story as we travel through it. For readers, the journey is as important as the destination, maybe more so since the most intimate type of communication comes from experiencing the tale in a way that makes us feel we’ve been transported from wherever we are to wherever the story takes us.

The joy of discovery and of the journey isn’t just for readers but for writers, too. When you, the writer, tell yourself a story by writing it then reading it back, you have the opportunity to learn from your own work what the story is and isn’t, who the characters are and are not. You may reread what you’ve written and decide it isn’t what you meant to say, that your main character, for example, wouldn’t do what you’ve just written. Or maybe the character would do exactly that, just not as you’ve written the scene.

The only way to know is to show yourself what could be.

Even when we writers write some aspect of a story that doesn’t quite work, the gist of what we want to achieve is likely waiting in the wings to be uncovered. But this realization may not come unless we make the effort to write the scene we initially imagined. The insight we gain from what works and what doesn’t and why then becomes part of our wisdom as writers; wisdom, in turn, becomes skill for us to use and reuse as we like.

Ursula Le Guin said it well in her seminal reference work for storytellers, *Steering the Craft*: “A skill is something you *know* how to do. Skill in writing frees you to write what you want to write. It may also *show* you what you want to write.” [emphasis added] The same holds true for writers of nonfiction, as noted by Vivian Gornick in *The Situation and the Story*. “Every work of literature has both a situation and a story. The situation is the context or circumstance, sometimes the plot; the story is the emotional experience that preoccupies the writer; the insight, the wisdom, the thing one has come to say.”

It’s the thing one has come to say that must preoccupy the writer, and with that will come the joy of discovery and the communication of stories.

Happy writing!

Adele Annesi is an award-winning author, editor and teacher. For questions on writing, email [Adele Annesi](mailto:AdeleAnnesi).

CAPA Members Celebrating Success

On June 14 at The Malted Barley, 42 High Street, downtown Westerly RI, Literary Salon returned. The COVID-19 has not stopped local authors from putting the shut-in time to good literary use. Welcome the Book Launch of Harriet Goodman Grayson's "Rockaway Riptides" the story of high school seniors, students and musicians, finding their way through the turbulent 1960's. Millions have returned to book reading. Books of all genres were available for sale, and local authors discussed their work. The event was sponsored by The Malted Barley & Westerly-based Ocean Breeze Press (www.oceanbreezypress.net)

Susanne Davis said, "I'd like to share that my YA novel *Gravity Hill* won second place in Madville Publishing's Blue Moon Literary Competition and is forthcoming from the press in Fall 2022!"

According to Connie Bombaci, "I just learned that my interview with Sean Farjadi will be broadcast on his podcast on July 12th. Stories That Empower has become a popular podcast bringing inspiration to many.



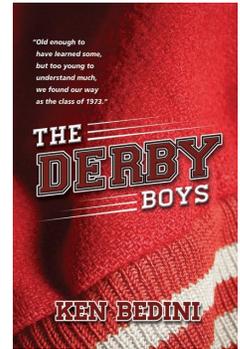
Sean has honored me with making our interview his celebratory 200th podcast. Hogan's Hope podcast interview will be released on Monday July 12 at which time listeners can download it from <https://storiesthatempower.com>. In the meantime folks can enjoy and share it right now with family and friends at <https://bit.ly/3dxgbkS>.

Because of the success of Sean and Connie's sharing approximately two years ago, a second interview was scheduled and recorded for this outstanding podcast. Both believe in the beauty of good-hearted people and animals. "Through personal stories and experiences, listeners gain great hope and incredible inspiration to love and accept one another-no matter what-and always hope, the foundation of all Connie's writing."

Jane Desrosiers said, "I have an article that I wrote for *Mystic Neighbors*, a local publication that Elizabeth Saede edits. As she had encouraged us to be 'writers',

not just 'authors', I have now had 2 articles published in local publications. It's a start and I find sometimes a short article/story is fun to do and gives you a sense of accomplishment."

The Derby Boys, by Ken Bedini: I never imagined writing a book until I did, then I wondered what was I thinking? Like many wanting to be an author I wondered how I would get this done and who would want to read it? So I connected with my high school classmate and CAPA member Steve Reilly and it was off to the races. I joined the association, read, listened and learned from those connected to it and others helping all of us with the zoom meeting type webinars. Let me say the process was rigorous, but the outcome was worth the effort. I am sure you are aware there are many companies and services on the internet one can use to self-publish, but the risks are high that the end product will not be what you hoped for. I used Book Marketing Works and our colleague Brian Jud and the outcome was fantastic, just what I was looking for.



As for a success story, it is clear that for me as I was able to accomplish what I set out to do and marketed it strategically to those who would be intrigued by it. Make no mistake about it, writing the book was for me, but the proceeds were for my granddaughter Taylor. This link below appeared in the Valley Independent Sentinel and tells the story about the book. <https://bit.ly/2UbdhM4>

What's The Big Idea? By Brian Jud

Bigger is not always better. Your book does not have to be hundreds of pages long for you



to cover your topic effectively. Similarly, your literature and press releases should be only long enough to describe the benefits of your content adequately. Form follows function. Your answers to questions during your media performances should be brief and to the point. Be concise. Make every word count. As the saying goes, *Tell me quick and tell me true, or else, my friend, the heck with you.*

**SE CAPA:
Carefully
Crafted First
Words Win a
Writing Contest**



By Elizabeth Saede

CAPA SE held a writing contest where members and one non-member submitted the first 200 or so words of from their new book or story. DJ from Angry Eagle Publishing in New Hampshire judged entries and chose Jim Bennett's submission (the name of which will be revealed later) for First Prize. "The Secrets of Magnolia Street" by Jane Herr Desrosiers effectively conjured a bygone era and claimed second prize. Harriett Grayson and Karen Warfield rounded out the winning submissions.



Logo for Angry Eagle Publishing

DJ shared, "I thoroughly enjoyed reading all of them. A few were real favorites right out of the box. I am enjoying the adventure and can't wait to reveal them." On June's Zoom meeting where she announced winners DJ explained the guidelines, that she enjoyed every submission, and how she looks forward to reading each completed project.

Here is Jim Bennett's FIRST PLACE story which is better enjoyed without knowing the title:
The waves beat an endless slow rhythm on the sand with the help of

an early May wind, but there was only one within a mile who could feel the tempo. He slid back the sliding door that separated the deck from the sunken living room and stepped inside.

The room was pitch black but the faint light from a waning moon was all his night vision goggles needed to make his way across the living room and up the few steps to the wet bar set on the back wall. Only the soles of his custom fit neoprene wet suit touched any surface. A full hood, face mask, and the goggles kept his DNA where it belonged.

The glass and ice he managed, but he nearly dropped the bottle of Bombay Sapphire when he went to pour himself a drink. The Kevlar gloves he wore were clumsy for bartending, but they did what they were designed for. One weak left rendered the girl unconscious, and three strong rights obliterated her facial features. He saw his reflection in the mirrored back bar and smirked. He looked like somebody put the Hulk's hands on Gummy.

He took his drink back out to the deck, closing the door behind him and listening to make sure it locked, like he set it. He glanced at the six-person hot tub, built into the deck, where he had positioned the girl.

She floated face down, her red hair fanned out across her shoulders and upper arms. He two creamy white cheeks stuck up from the water like twin sand bars. The darker water around her head swirled as it spread, and she looked like a nymph floating in a lava lamp.

Satisfied, he took a seat in a deck chair and set the drink on the table next to him. He did not dare drink it, but a Martini nearby al-

ways helped him think. He could not tarry long, but he had some time before he had to return to the beach and retrieve his air tanks. He leaned back and stretched out his legs.

*Now, how to write this. Romance? Retribution? The good old standby -Greed?
No matter. It would be epic...*

(Entitled *Author*)

**SE CAPA Speaker is
Brian Jud**

July 19, 6:30 pm

Brian Jud returns as the "regular" (until the quarantine) July speaker for SE CAPA. This is a tradition that was established years ago and is hopefully a sign that conditions are returning to normal



Brian's topic is "How to Market a Book," and he will talk about general marketing techniques for planning, developing the product, then promoting, distributing and pricing it.

Patti Brooks "challenged" Brian to describe how he would do all that for a few SE CAPA authors' books, and he will use them as examples of the marketing functions he will describe.

Brian is an author, book-marketing consultant, speaker, seminar leader, television host, President of Book Marketing Works and a partner in Premium Book Company that sells books to non-bookstore buyers on a non-returnable, commission basis. He is also the Executive Director of the Association of Publishers for Special Sales (APSS) and the creator of Book Selling University

What is ... a book?

By Thomas Pöttgen

Adapted from the 50th Issue of *Springer's Jump Newsletter*:

The following is an (imagined) review from a newsletter to be published in January 2051, where the author explains "What is a book?"

A "book"—this word from old English was used in times before the digital revolution to describe a hard drive capable of storing text and imagery. It was compiled of thin pages (the offline kind) bound by slightly sturdier sheets of paper (not to be confused with Papers). Essentially, a book was a folder full of letters and pictures, a data storage medium, of which the storage capacity was limited to that of production—unless a few of the aforementioned pages were forcibly removed.

Astonishingly, this type of data storage medium could be used without electricity or battery power, and the data accessed without the need for additional programs. Instead of an additional gadget such as an eReader, the person handling the book was the reader.

In some instances the human reader required a set of magnifiers called reading glasses: an adapter that increases the quality of images and letters allowing them to appear in higher resolution on the retina. As the book did not include built in illumination, a reliable light source was also necessary, such as the sun, a candle or lamp. Despite this being a slight disadvantage it did make the book rather energy efficient.

One major downfall however existed in the small chance that the book could crash—usually to the ground, if it happened to fall off a table or a shelf.

In the time before books evolved into bits and bytes, immigrated to

the Cloud, or were suctioned into the eReaders, there were huge buildings the existence of which was solely to store and administer books. These were called "Libraries."

Over the centuries a number close to 130 million individual books have been published (in our galaxy alone), with some titles amassing millions of copies each.

Interestingly, the most widely circulated book—the Bible—translates from old Greek into English as: "The Book."

Marketing Tip By John Kremer

In the case of most special sales, be prepared to wait as long as six months or more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a none-month lead time.

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

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

August 21: Jim Alkon, BookTrib: How to Get More Publicity for Your Books



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)

July 19: Brian Jud: How to Market Your Books More Successfully

August 16: 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)

July 12: Michelle Vandapas: Know the Ending Before You Write

August 9: Speaker and topic to be announced

Monthly Media Tip

If you are scheduled to be on an early-morning show in a distant city, consider arriving there the night before rather than the morning of your segment. Always allow time for unexpected events. Traffic can be heavy, and accidents do occur, or you may be delayed by the need for a security pass to enter the studio. Plan to arrive at the studio at least 20 - 30 minutes before your airtime.

- Relax as you approach the studio. As you drive to the studio, prepare your mind and your voice for your upcoming performance.
- If you are about to perform on a radio show, listen to it as you drive to the station. If another guest is speaking on your topic, listen to what the host and callers say to him or her. Then when it is your turn, you can refer to those conversations.
- Loosen up your voice by saying the vowels, each with a progressively deeper voice. Do this several times, then do it again placing an 'M' before each vowel: MA, ME, MI, MO, MU.
- Stretch, alternately tightening and loosening your jaw muscles. Open your mouth as wide as you can, then relax it. Rotate your shoulders, and then relax them. Repeatedly tighten and loosen your fists.
- Do not think about how nervous you are. Instead, think about what you will do and say during the interview. Convince yourself that you are well-prepared and can handle anything that might come up.



CAPA
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Free Virtual Meetings In July

Brian Jud conducts **free consultations every Tuesday (3:30 – 4:30 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>

July 10 at 2:00 pm ET: CAPA members are invited to attend the Bay Area Independent Publishers Association meeting with a presentation by Brian Jud: *It's Show Time – How to Land And Perform On More TV And Radio Shows*. Join the Zoom meeting here <https://us02web.zoom.us/j/83066735125>

The link to all the events below is:
<https://us02web.zoom.us/j/6762224705>

July 12 at 6:30 pm ET, “Know the Ending Before You Write” by Michelle Vandapas

July 17 at 10:30 am ET: “Pitching You and your Book to Media: How to find (and pitch!) the right media for your book!” by Penny Sansevieri (See page one for details)

July 19 SE CAPA meeting IN-PERSON at 6:30 pm, Brian Jud. “How to Market A Book” with specific examples of SE CAPA members’ books