



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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CAPA Central Virtual Topic on September 18 -- What to Know About Submitting Your Writing Project Directly to Publishers

By Adele Annesi, 10:30—11:30 am

More and more writers are bypassing the long and often dispiriting process of querying literary agents and are opting instead to submit their writing projects directly to publishers. Award-winning writer, editor and instructor Adele Annesi reviews the similarities and differences between the querying and submission processes and offers tips, resources and guidance to help you and your writing project

stand out. To prepare, write a 25 word logline describing your project. Here's an example for *The Godfather*: "The aging patriarch of an organized crime dynasty transfers control of his clandestine empire to his reluctant son." Also bring your questions for Q&A.



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Meet September's Member of the Month - Barbara Gervais Ciancimino

Barbara Gervais Ciancimino has taught 4th grade in the Hartford school system for 24 years as a language arts and science teacher. Using her observations from teaching school, Barbara concluded that when children turn the age of 8 years old they become aware of the fact that people have different strengths and weaknesses. Classroom peers have different fashion styles and opinions that don't often match their own. As a result, these children may start bullying other children who might be different from themselves.

Barbara had addressed this issue in her classroom and continued this training with her own 10 grandchildren.



During family vacations at the shore, Barbara and her husband would host a family "Taco Tuesday Night" where they would end the evening gathering together on the sandy beach. Bar-

Contributors

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**SW CAPA Speaker
September 13
6:30 PM via Zoom
By Joe Keeney**

Untapped Resource Selling To Libraries

By Sharon Castlen

Greater opportunities exist to sell to libraries because of COVID. Learn how to take advantage of these opportunities that can be a greater source of sales beyond the print book.

Sharon shows what has changed during COVID and what remains the same. She demonstrates how to increase the marketability of your book in all its formats to libraries (during this time) by sharing tips, strategies, and resources to use in the short and long-term sales. Which wholesalers do you need and how to sell to them is one ex-

ample? Learn from a veteran marketer who has shared her expertise mentoring authors and publishers through workshops, keynote addresses, webinars and 'ask the expert' sessions since 1984. In addition, she has taught at IBPA University and regional author/publisher groups. Her focus is on fiction and non-fiction titles for adults and children in both the secular and Christian Communities.



She is a member of IBPA, PNBA and on the board of directors of APSS and founder of Integrated Book Marketing.

The link to the event is; <https://us02web.zoom.us/j/6762224705>

August 2021 SWCAPA Report, By Joe Keeney

The SWCAPA meeting held on August 9th. Brian Jud sponsored and moderated the Zoom meeting.

Author Katherine Pickett talked about Editors: What to look for and what to stay away from. She walked through the five steps needed to find the right editor.

She explained, the right editor could be anyone of the following depending on your needs: copyeditor, proofreader, or developmental editor; Katherine provided all these services as a twenty-year veteran editor

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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Barbara would read stories to her family that she had written. One of the stories is “Odonata the Flying Jewel of Maiden Grass Pond.” A story concerning a Dragonfly who is being bullied by his peers.

Barbara Ciancimino’s beloved Daughter in law suggested that Barbara should have her stories published and contacted the publishing company Mascot’s Books Publishing Company on Barbara’s behalf. The publishing company reached out to Barbara. Barbara’s confidence level wasn’t at her highest point at that time concerning her stories.

After a year of encouragement from her husband and daughter-in-law, Barbara’s confidence level increased and she sent her manuscript to the Mascot Books Publishing Company.

Barbara’s first book, *Odonata: The Flying Jewel of Maiden Grass Pond* has been published since 2017. Once again, with a nudge from her daughter-in-law, Barbara entered her book in a writing contest where she won the “Mom’s Choice Award”. Congratulations Barbara on your writing award!

Barbara is considering writing her next children’s book titled, *JoJo the Dog’s Adventures*. The message in this book deals with children’s self-esteem.

How to Reach Non-Retail Buyers

By Brian Jud

Book marketing is relatively simple (but not necessarily easy) because there are only two arenas in which to compete: retail and non-retail. The retail sector consists of bookstores (bricks and clicks) and other outlets such as office supply stores, supermarkets, airport stores, warehouse clubs, health-food stores, gift shops and specialty stores.



Selling to these establishments is primarily done through middlemen that control the flow of goods and who exact a fee for their services. Sales through these channels are plagued by two other factors that deteriorate profits: returns of unsold books and payments in 120 days or more.

Publishers may also sell to libraries, and then consider their sales opportunities exhausted. But there is a significant source of profitable revenue in the non-retail arena. This is made up of buyers in corporations, associations, schools, the military and government agencies.

One of the principal advantages of selling to these non-retail buyers is that sales are usually in large quantities, and once sold, the books are non-returnable. The buyers usually pay the shipping charges, and most pay within 30 days of the invoice.

However, there are disadvantages. There are few (and in most cases no) middlemen to help publishers reach buyers in this sector, so you may

have to do the selling and negotiating yourself. And you can “leave money on the table” without a clear understanding of the discount structures and terms of sale. In addition, many buyers refuse to deal with a supplier carrying one title or a limited product line. If your primary customers are not geographically concentrated, you must cover a large territory, thus limiting your chances of face-to-face selling. Furthermore, you have to handle all the tasks involved in selling, invoicing, promotion, customer service and arranging credit for each customer.

Perhaps the primary reason publishers shun this segment is that they do not know how to market to these buyers. For the author and small publisher, marketing means doing the planning, prospecting, proposing, presenting and negotiating yourself.

Create your own access network

The good news is that there is help for publishers of all sizes to reach the large, lucrative yet nebulous arena of non-retail sales. These facilitators are called Market Access Providers (MAPs). A MAP is a marketing partner that personally sells your books on a non-returnable, commission basis to known buyers with whom they have an existing business relationship. MAPs do not carry any inventory of your books, but act as your sales agent. The MAP contacts you when it takes an order for your books, then you ship directly to the buyer. MAPs form an intermediary network that can sell your books to non-retail buyers at a cost lower than if you did it yourself.

In the promotional-products industry there are independent representative organizations that serve as MAPs. These companies represent multiple, non-competing lines and have established relationships with

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When Should Authors Just Quit?

By Brian Feinblum



The writer dies many deaths.

It happens early in life.

Some kid ridicules or bullies your heartfelt writings. Some lazy teacher crushes your spirit with a red pen but no words of guidance. A parent rebukes you for writing what he or she sees as nonsense.

It is as if you never had a chance.

Many leave behind their childhood aspirations. Some come back to them later in life. Others persevere to overcome the naysayers but still struggle to achieve success by any measure of definition.

Family and friends may still fail to show understanding or support. Life conspires with bills, chores, obligations, and jobs to distract you from writing. Exhaustion, stress, and disappointment settle in.

Some turn to one or more addictions to cope and take the edge off of a life that slips away from them. Drinking, pills, smoking, gambling, eating, sex, and even shopping man-

age to placate them, stalling the inevitable crash, that low point where you just lose all direction, hope, or faith.

Some may just exit life.

It happens some 40,000 times each year.

Most will muddle on, their spirits diminished. Their heart just isn't into things. They drift and linger with their damaged souls, functioning but not really living. We become a hologram of our former selves.

Today's writer is sick and fed up. They hate that gatekeepers at literary agencies and publishers dismiss them because they don't tweet enough or aren't the right age, gender, or race. They feel judged without a fair hearing. The whole thing sucks.

What should matter most — the quality of their writings — seems to be the factor least taken into consideration. One's limited platform or weak social media footprint is used against them the way a 40-year-old lie comes back to cripple one's present.

Being a writer today is like being a healthy, pretty, smart, funny, experienced 43-year-old woman who shows up to a Hollywood casting call and is rejected before she reads a line, simply because they want a woman half her age with twice her breast size.

What you have feels like it isn't enough, yet in the areas of what should really count the most, you are rich in. If only others saw it that way.

So, facing silence, rejection, and yawns from the literary world, where literary agents and book publishers rarely step out of a failing

but familiar formula, today's writer resorts to self-publishing.

Yes, the great equalizer, where opportunity abounds to all! Right?

Wrong.

Welcome to an incestuous industry where everyone acts like your friend but ends up shaking you down for money. Don't wear too short of a skirt. Lots of dirty uncles out there. You are fresh meat for the sharks.

The largely unregulated industry of book publishing is filled with opportunists, liars, the unskilled, and the greedy. Not all are bad, though. Many are quite good in their abilities and are well-intentioned. But too many snakes slither around and contaminate the field, ruining it for the rest of us.

Everyone whispers in your ear what you want to hear. Your ego and dreams are turned against you the way a virus attacks a body. There is a price tag to all of this, and it usually exceeds whatever you hope to make from the craft of writing.

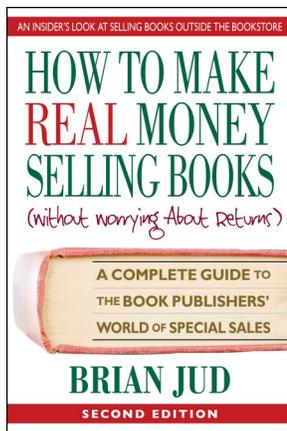
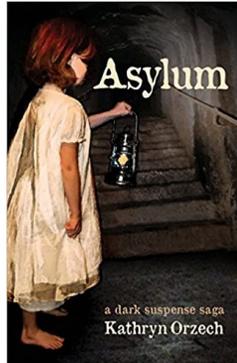
I hear from authors daily. They spent on the wrong things with the wrong people — and overpaid. They acted on bad information, ignorance, and desperation. What they really need is a book marketing sherpa.

I feel bad for the writers that I talk to who seem interested in promoting their books but sound so defeated, victimized, and skeptical. They have gone from being virgins whose naivete allowed the wolf to violate them, to now being a warrior who can only kill what is in front of them, with no ability to recognize forces for good or to nurture the positive.

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CAPA Members Celebrating Success

Kathy Orzech's *Asylum*, the screenplay adaptation of her novel, is getting noticed and has been recognized by seven competitions to date: Finalist, Boston Screenplay Awards (BSA); Semi-Finalist, 25th Annual Fade In Screenplay Awards Drama Competition, an important competition in LA; Semi-Finalist, Flickers' Rhode Island International Film Festival; Quarter-Finalist, Stage 32 Feature Drama Screenwriting Contest; also chosen as an Official Selection of Adapted Screenplay Competition, Adapted Story Showcase, and the Montreal Independent Film Festival.



The Second Edition of Brian Jud's book, *How to Make Real Money Selling Books, The Complete Guide to the Book Publishers' World of Special Sales* was just released by his publisher, Square One Books. The worldwide book market generates almost \$90 billion annually, and more than half of those sales are made in non-bookstore outlets such as discount stores, airport shops, gift stores, supermarkets, and

warehouse clubs. *How to Make Real Money Selling Books* provides a proven strategy for selling books to these enterprises. You will learn about developing a product strategy, conducting test marketing, contacting prospective buyers, promoting your product, selling to niche markets, and much, much more. See it at <http://amzn.to/3iQiL8X>

Marketing Tip

"My comfort zone is outside my comfort zone. I like to be a little uncomfortable." Billie Eilish Be a little uncomfortable and contact some non-bookstore buyers – retail and non-retail – and watch your sales, revenue and profit grow.

How to Reach Non-Retail Buyers

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professional buyers and work on a commission.

Choose this option if you do not want to or cannot do it all yourself. But there are advantages and disadvantages of which you should be aware. On the plus side, your direct costs for prospecting, acquisition, transaction, maintenance and maintaining relationships are lower. Using a MAP eliminates the time and cost of hiring, training, managing and maintaining your own sales force. Also, the reps know their territories and the potential buyers, and can sell to prospects you may never have known existed and could take you years to find. This can increase the velocity of your cash flow as the reps shorten the time between initial contact and payment. MAPs work on a straight-commission basis, so you have little or no costs unless books are sold. Perhaps most importantly, you can go about your normal business of publishing while the reps generate incremental revenue for you.

There are disadvantages, too. You lose control over the relationship with the buyers since the reps do not want the buyers to learn about or deal directly with their suppliers. And it may require that you find several rep groups to cover a large territory. The reps are not your employees, so you do not control the time they spend on selling your titles vs. their other lines. Similarly, feedback is infrequent, and they may have limited knowledge about your titles. Examples of MAPs include these.

The Advertising Specialty Institute (ASI) is the largest organization serving the advertising specialty industry. ASI (<http://www.asicentral.com/>) attempts to bring together suppliers and sellers by providing catalogs, information directories, newsletters, magazines and other marketing and selling tools.

The Marketing and Sales Group in York, PA. Guy Achtzehn, President of MSG, (guy@msgpromo.com) operates a network of sales people who call on corporate buyers of promotional products

My company is The Premium Book Company and we can sell your book on a commission basis to non-retail buyers. My website is www.premiumbookcompany.com

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3 Tips for Converting Visitors into Subscribers

By Jeniffer Thompson



My previous blog was all about reader magnets, what they do and how you can use them. With this post I wanted to give you a few more tips on converting visitors into subscribers. Below are three easy to implement and highly effective strategies you can start using now.

Converting Visitors into Subscribers With These Proven Tactics

Converting visitors into subscribers to your newsletters or blog requires making it easy for your site visitors. If you don't ask, they won't do it. So, ask! You don't want to bombard them with requests, and having a poorly executed pop up that jumps out at you every second can actually be a deterrent. You do want your CTAs to be noticeable and simple to follow.

The Right Colors

Color is one of my favorite topics! Using power colors can make a big difference in the likelihood that someone will hit that subscribe button.

So, what is a power color? Well, power colors are those that draw in the eye and grab attention—colors like red, yellow, and orange. Be sure to choose something that complements your brand colors, in fact, if you have a brand, then you most certainly have a set of style guides and you already know what your Power colors are.

Landing Pages

Your landing page is usually the first place visitors interact with you, which makes it an obvious choice for adding your subscribe button. So, when your goal is converting visitors into subscribers, your button with a short, punchy CTA will get noticed here first.

Your Blog Posts

In case your blog is the first thing a visitor comes across, it doesn't hurt to have a CTA and subscribe option at the footer of your posts. Plus, since blogs often get shared on social media, anyone who comes across it has the opportunity to subscribe!

In Your Book

If you have a book, I always highly recommend adding a CTA to subscribe. You can add this to the inside of your book or add it to your back cover. You'll want to do this with eBooks too. This way, you'll be offering a chance for your readers to have access to more of your content. If they're already reading your book, it's likely they're already interested in what you have to say, right?

Those reader magnets I went over in my last blog apply here. Whether you offer a PDF (think workbooks and tips sheets) download in a blog post, or you're giving away a free eBook—these are great opportunities for converting visitors into subscribers. If a freebie is enticing enough, it's not

much of an ask for a visitor to click a link and fill in their email.

Tell Them Exactly What They're Getting

Along with your CTA, you can convince your readers and visitors further by letting them know exactly what they'll be getting when they subscribe. Maybe you're offering a monthly piece of exclusive flash fiction? Or you'll be sending out a weekly blog of useful tips, or a newsletter full of valuable industry news? Whatever it is they're signing up for, make it clear. And of course, appealing.

You may say, for example: Love my novel? Can't wait for my next one? Subscribe to my blog for exclusive monthly flash fiction!

You get my drift. You need to say more than just, "Subscribe for my monthly blog." Your CTA needs to be short, compelling and informative. If you feel like you need help with this important step you can always hire a copywriter to do it for you. Because you do want it done right if you want results.

In the end, there are myriad strategies for converting your visitors into subscribers, but the three listed above are a great place to start. Remember to use the tools you have and learn as you go. Reach out for help if you need it. The effort you put in will pay off.

And if you're looking for more marketing, publishing, and branding advice and want actionable tips, strategies, and general advice delivered to you weekly, subscribe to my blog

"Give characters a valid grievance. A character without a purpose is a story without a cause."

John Long

When Should Authors Just Quit?

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I am a good guy in an industry littered with thieves, broken hearts, and misinformation. I've been promoting and helping authors since 1989. Sure I want to make money — as much as I can — but I want to do it ethically. I want to be of value and to help others realize their full writing potential. If only people would open their hearts, and not just their wallets, they will see they are not alone, that there are people like me who can shepherd them to new levels of success and satisfaction.

Perhaps some or all of this is the author's fault. I don't want to victim shame, and no one deserves to be taken advantage of, but writers do have to grow up a bit. They need to take responsibility for the fate of their writing career and book mar-

keting. Writers must accept this. They either commit to learning and doing what is needed or they outsource it. Or both. But sticking your head in the sand has not proven to be effective. Do not sound so disconnected to marketing. It goes side by side with your writing.

But, knowing all of this, I tell you with sincerity, optimism, and confidence: Do not give up, provided you believe in your book. If you doubt your book's worth, it is game over.

Be true to yourself, but never, ever pull the plug on your writing life without fighting long and hard. Sunlight comes just as the darkest moment is about to lift.

Marketing Tip

Dream and shoot higher than you know you can do. Don't bother to be better than your contemporaries or predecessors. Try to be better than yourself.
William Faulkner

How to Reach Non-Retail Buyers

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There are options available to you for making the journey to increased sales and profits in the non-retail category. Choose the alternative that is best for your titles and circumstances and begin to reap the potential rewards. It is not as difficult as you may think if you consult a MAP before making the trip.

Brian Jud is the author of *How to Make Real Money Selling Books*, the Executive Director of the Association of Publishers for Special Sales (APSS – www.bookapss.org), and the creator of Book Selling University (www.booksellinguniversity.com) Contact Brian at bri-anjud@bookmarketing.com or www.bookmarketingworks.com

Schedule of Upcoming Meetings (Until the meeting sites reopen, these will all be virtual meetings. The link to each is on page eight.)



CAPA CENTRAL (Avon)

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

September 18: Adele Annesi: *What to Know About Submitting Your Writing Project Directly to Publishers*

October 16: Sharon Castlen: *How to Sell Children's 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 Patti Brooks, patti@pattibrooksbooks.com)

September 20: Richard LaPorta *How To Work With A Publishing Company*

October 18: Speaker and topic to be announced



CAPA SOUTHWEST (Shelton)

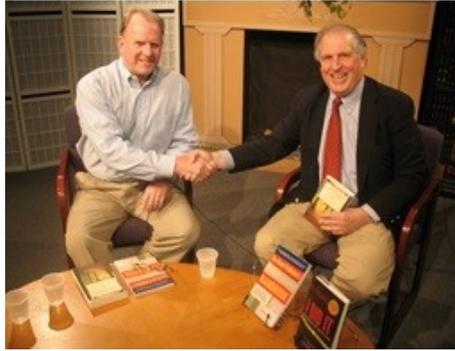
(All meetings run from 6:30 —7:30 pm. Watch them live and ask questions of the speakers. For more info contact Joe Keeney, jkeeney9267@spamarrest.com)

September 13: Sharon Castlen: *How to Sell to Libraries*

October 11: Speaker and topic to be announced

Monthly Media Tip

What makes a good guest for the show does not always make a good show for the guest. If all you do is answer the interviewer's questions informatively, the host will think you are a great interviewee and perhaps ask you to return. But there is no future in being a professional guest if it doesn't serve your purpose. Your objective is to sell books, and this does not have to be at odds with the goals of the host and audience. You can meet everyone's needs -- can sell more books -- if you provide information in an entertaining way, piquing their curiosity and showing them how they can reach their goals by reading your book.



Charm the audience while communicating important information. And you may have to do it in three minutes, perhaps while the host is asking you questions that have nothing to do with your book. Reaching your goals under these conditions requires you to blend your understanding of the audience, knowledge of your topic, diplomacy and training to create a polished, effective performance.

Free Virtual Meetings In August

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>

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

September 13 (6:30 pm ET): *Selling To Libraries*, by Sharon Castlen. Learn how to take advantage of the opportunities that can be a greater source of sales beyond the print book.

September 18 (10:30 – 11:30 am ET): *What to Know About Submitting Your Writing Project Directly to Publishers*, by Adele Annesi. See Page One for details

September 20 (6:30 pm ET): *How To Work With A Publishing Company*, by Richard LaPorta of Husky Trail Press. It will be a “next step” follow-up to the September 18 presentation.



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