



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 28 Issue 11 <https://ctauthorsandpublishers.com> November 2021

## CAPA Central Virtual Topic on November 20 -- The Marketing Begins BEFORE the Writing Ends

By Sharon Castlen, 10:30—11:30 am

What do you need to consider to create the most marketable book AND have the distribution and marketing plan in place long BEFORE the publication date? Learn the keys for: determining the right title, creating a cover that will sell, developing the right front and back matter to increase sales, writing back cover copy that works, and securing CIP data. Learn how to find

your early reader endorsements to ensure the greatest marketability in your target markets. What often keeps



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## Meet November's Member of the Month— Sara Ellie Mackenzie By Joe Keeney

For the last twenty years, Sara has been writing fun fiction, biographies, historical fiction, political commentary, poems and more. She believes these writing experiences reshaped her as a person and she heartily subscribes to Plato's famous quote: "Writing is the Geometry of the soul."

Sara explained, the reshaping is more than degrees and angles. It allowed her to transform ideas gotten from dreams, conversations, reading and even random emotions into wonder – the kind of wonder needed to produce fantasy. Her book series on Klenard and other fantasy worlds and her mystery stories (which is in the making) vouch for

the thought-to-wonder ideas that seem to flow to her naturally any part of the day.

Sara's two currently published novels capture the essence of the flow (in notes and journal entries): *Casting Shadows*, a story of action, adventure, and intrigue in the imaginary world of Klenard and *A World So Bright And Dark*, a coming-of-



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## SW CAPA Speaker Nov 8

*Using Social Media for  
Networking and Book Sales,*  
by Carol McManus.

The critical things every author and publisher should know to ensure success are in this fast-paced meeting. Carol explores ten easy things every author should do including reaching your audience and building momentum before you publish.



Yet, Carol knows one size does not fit all! Her passion is to help you find the right success solution so you can compete in the competitive world of book sales.

Carol McManus, founder of CKC Global Media, has been advising clients for over 15 years about the tricks and traps of using online and offline marketing to achieve their goals.

The link to the recording is:  
[www.bookapss.org/webinars/  
CarolMcManusSWCAPA.mp4](http://www.bookapss.org/webinars/CarolMcManusSWCAPA.mp4)

## Creative Marketing Tip

“Don’t wait for perfection. We knew the Roomba needed an automatic charging station, but the first one didn’t have that. We wanted to get it on the market and get feedback. You can develop a better product as you go along.”

Helen Greiner, Founder of iRobot

## November 20 Speaker

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the book off the shelf and out of view of the consumer? What do they need...what makes the difference in a professional book that will market well and find the right distribution? Learn from veteran book marketer, Sharon Castlen, Integrated Book Marketing who has worked with authors and publishers for over 35 years, and take away tips and strategies for immediate use. The link to attend is [https://  
us02web.zoom.us/  
j/6762224705](https://us02web.zoom.us/j/6762224705)

## 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](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Joe Keeney at [jkeeney9267@spamarrest.com](mailto:jkeeney9267@spamarrest.com) or Barbara Meredith [dbmeredith@charter.net](mailto: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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age story about a middle school girl who experiences changes she can't understand.

Both books began as outlines (albeit sophisticated ones): The author added detailed notes and diagrams about plots, character actions and emotions to each outline; love, indifference, vengeful character traits made-up the emotions that would ripen throughout the story to enhance humanness.

She uses dictionaries and encyclopedias as part of her editing. Surnames come from baby books and surname-dictionaries while the random science facts she needs come from encyclopedias.

She refers to the editing process as the most difficult part of the writing— it seems to go on and on. Followed by exhaustion, which is the second most difficult. She explained, "... juggling a full-time job, full-time school and a special needs child for years." Sara who lives in New Britain with her husband, son and two cats works as an analyst for a bank full-time. And, full-time as well, has taken journalism classes at CCSU and got her degree from WGU.

Regarding publishing and marketing, she shared, " I am self-published...I did not like the control of traditional publishing companies. Had a vision of what I wanted and why."

Sara's advice for novice writers is never listen to naysayers and never give-up. Who cares what people think? It is about you. You alone have the magic to write how you feel and why. You keep going and grow.

## You Can Vote on the CAPA Board of Directors

By Brian Jud



The CAPA bylaws require that we announce the recommended Board of Directors for 2022 to 2024 in this month's *Authority*. You will have the opportunity to volunteer for a position, to suggest others and to vote on the final slate at the CAPA virtual meeting on December 18 (10:30 – 11:30 am) here: <https://us02web.zoom.us/j/6762224705>

Here is the slate of officers currently subject to voting then.

President: Robyn-Jay Bage  
 Vice President: Elsa Kurt  
 Treasurer: Brian Jud  
 Secretary: Position Open  
 Newsletter Director: Brian Jud  
 SECAPA Director: Patti Brooks  
 SWCAPA Director: Joe Keeney  
 Program Director: Brian Jud  
 Membership Director: Mike Kilday  
 Webmaster Director: Robyn-Jay Bage  
 Special Projects: Deborah Kilday  
 Publicity Director: Liz Delton

If you are interested in applying for the open position of Secretary, please contact [BrianJud@comast.net](mailto:BrianJud@comast.net)

## How to Adjust Your Publishing Plan to Avoid Disruption

By Sandy Gould



The printing industry has faced many disruptions within the past year. Troubles with warehousing and shipping, paper shortages, price increases, and an influx in publishing activity have forced many companies to reconsider their plans for upcoming projects. It has become critical to adjust your publishing plan to stay on budget and within your schedule during these challenging times.

You may need to consider changing print run quantities, production schedules, trim sizes, or more aspects of your publishing plans. We are urging our customers to take action as soon as possible to help mitigate any potential problems with their printing and publishing plans.

With publishers, authors, printers, and distributors all under extra pressure, CHG has compiled a list of recommendations for authors and publishers.

### *Know Your Schedule*

One of the most important aspects to consider is your schedule for each process within your publishing plan. Having extra time in your schedule is critical, especially if the project requires additional labor-intensive work or a longer schedule. Be sure to

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## Will You Play Author Squid Games?

By Brian Feinblum



Netflix's most popular piece of entertainment this past month is a thought-provocative, albeit immensely violent import from South Korea, called Squid Games. It occurred to me that the series, though about money, life, morality, and what we sacrifice to survive, can also be a model for authors to follow in how they approach their book marketing.

The basic premise of the show is that people with debts and troubled lives are targeted to participate in a game promising great riches. But there is one catch: You must risk your life and eventually take the lives of others if you are to "win" a series of six games.

Along the way, there is a lot of strategy, guessing, corruption, and creative interpretations of the rules. It plays out in unpredictable ways. What was interesting to see is how some players would team up in ad hoc alliances in hopes of thwarting off death — until they eventually realize they are alone in a zero sum game where in order for one to win, another must lose.

Who could you trust not to backstab you?

How does your sense of morality hinder or help your success?

How do you know if you selected well?

What if you bet on the wrong horse?

Well, authors should be able to relate. They compete with each other every day and yet they cooperate with each other, too. Collaboration is the way to go... until going solo serves your interests better.

What holds authors back from winning their own Squid Games?

Many do not believe in themselves enough to seek help. Without believing enough in their work, they are not motivated to seek out others to advance their career.

Many more fear putting themselves out there, perhaps afraid of failure. By not playing the marketing game they automatically can't win, but they don't necessarily feel they lost a game that they did not play.

A bunch of authors believe too much in themselves to get help. Their ego tells them they have done enough, that their writings are so maddeningly genius that they will inevitably be discovered, praised, and rewarded.

Some just don't know how to play the game, where the quality of one's book marketing efforts has to far exceed the quality of their writings. In fact, there is often little correlation to content superiority and one's marketing campaign.

There is also plenty of luck in the Squid Games. Certainly, luck is a big element in book marketing. But it is not so random or unpredicta-

ble. Luck comes to those who put themselves in a position to get lucky. They play the game, hard, daily, and well. They create opportunities for themselves and increase their odds of getting lucky. They take risks.

Do you have the killer instinct in you? Are you ready to play Author Squid Games?

## October 2021 SWCAPA Report

By Joe Keeney

Nine members attended the SWCAPA meeting held on September 11<sup>th</sup>. Brian Jud sponsored and moderated the Zoom meeting.

Millie Grenough's talk on Turning Any Book into a Course highlighted nine steps needed to make it happen. The first step becoming more aware, allows us to translate ideas and specific words as strategies suitable for a course.

Millie is the author of ten books, *Millie's Sing It! Learn English through Song and Oasis in the Overwhelm* and *Oasis 28-Day Guide: Rewire your brain from Chaos to Calm* are just two of the books she has sold as courses worldwide.

Besides developing courses from books, Millie has served as executive coach and Social Work supervisor. She is also a member of the City of New Haven Peace Commission

## CAPA Members Celebrating Success

Gabi Coatsworth is delighted to announce that she has signed with Atmosphere Press to publish her memoir, *Love's Journey Home*, in May, 2022, in eBook, paperback, and audiobook formats. In addition to CAPA, she's a member of several national writing associations,



active in the Connecticut writing community, and runs several groups for writers, including a weekly write-in for the Pequot Library. Her essays, short fiction, and poetry have been published in anthologies and literary journals, both in print and online. Her first novel is represented by Joelle Delburgo Associates.



Adele Annesi's short story "Between the Sea and Sky", on loss in an Italian village, will be out November 1 in *Orca, A Literary Journal*. Her book review "What Converges for Good Must Rise," on Kelly Mustian's haunting debut novel, *The Girls in the Stilt House*, on longing, aspiration and murder in rural 1920s Mississippi, will be published on November 17 in *Southern Literary Review*, where she served as managing editor. Adele is also creating a new historical fiction workshop for Westport Writers' Workshop to be offered in January 2022. "This has been a pretty bleak autumn season so the timing of all this couldn't be better," Adele said. "Hopefully, this will encourage other writers to keep writing and look for the themes, stories and venues that work best for them at this stage of their writing lives."



Kathy Orzech said, "Great news this month. After winning lesser awards in six other competitions, ASYLUM's screenplay finally won "BEST." Ahhh! Success!"

According to Noreen Grice, "In December 2020, I entered the Joan and Arnold Seidel Griffith Observer Science Writing Contest. This is a national writing contest administered by the Griffith Observatory in Los Angeles, California. Earlier this year, I was notified that my article entitled, "Comet Spotter, Professor and Immortalized in Art: The Amazing Life of Maria Mitchell" had won second prize!



## Adjust Your Publishing Plan

### Continued from Page Three

reserve production time with your printer as soon as possible and add extra lead time within your internal production cycle.

#### **Decide What Print Method Works Best**

When planning your print runs, we recommend utilizing the advantages of short-run digital printing. Short-run digital printing allows easier inventory management, avoids overbuying, and is faster than offset printing.

Whenever possible, avoid special order stocks and select standard trim sizes. Specialty stocks and sizes can increase your production time and cost. If you have more than one print project, prioritize them based on their time sensitivity and release dates. If you are planning multiple reprints, we recommend combining titles with similar trim sizes and print specifications.

#### **Ask Questions!**

Your printer should always have your best interest in mind. It's crucial to keep an open line of communication with your printer. Be sure to start communicating early to reserve production time and ensure material availability. Your printer may also be able to help with inventory management and drop-shipping.

#### **In Summary**

To eliminate any delays or additional costs within your printing and publishing plan, be sure to keep open communication with all your vendors, including your print partner. Establishing a relationship with your vendors will enable you to stay informed and make any necessary adjustments before it's too late.

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## Your Author Branding Goals: A Quarterly Check In

By Jeniffer Thompson



### Keeping Your Author Branding Goals Organized

How are your systems and structures holding up? I'm a big fan of spreadsheets and keeping my thoughts, ideas, and plans in order. But the thing is, even those systems and structures can start to crumble if you don't update them regularly. I'm guilty of this too, but it helps if you do a check in every month or so to stay on top of things. Delete the old and outdated and refresh things with new information and plans.

Do these things at least monthly: Create content and schedule it for the coming week (videos, podcasts, blogs, articles to contribute). Post on social at least four times per week. You can use tools like Buffer and Hootsuite to schedule your content each week.

Analyze your social engagement. Do you see any oddities or patterns? How can you improve your engagement?

Browse through rights-free images and develop a bank of cool images for future use. Write reviews for other books in your genre (on Amazon and GoodReads) and reach out to authors to network with.

Develop an ongoing list of people to connect with and a plan to do so:

- 1) Follow them.
- 2) Engage with them in comments
- 3) Reach out to them personally.

Read influencer blogs and articles. Is there something you can offer this person that they might find valuable? Is there potential to collaborate and join forces? Take notes and catalog for future use. Turn these ideas into actionable items by giving yourself a deadline and setting calendar alerts.

Write one new article or piece of content to contribute. Develop an ongoing list of places to contribute to.

### You Need a Strategy

Is your strategy still working for you? Do you have a real strategy? Your strategy is your biggest tool in reaching your author branding goals. What is your end goal? What are the steps you need to take to reach your end goal? How do you make sure those steps work? These are all things you need to consider and your strategy should encompass all those little steps and actions that will lead you towards that goal.

### Your Strategy Needs a First Step and Success Relies on Your Daily Habits

So these are your daily must-dos.

Comment on blog and social comments you have received to your content.

Browse other author's (influencers) content on social to see what kind of engagement they (the influencer's) are getting (and from whom—this can lead you to new influencers in the industry whom you can follow as well). As you are building your online following, follow one new influencer every day (many will follow you back).

Support your influencers by commenting on and sharing their content (that includes sharing on your blog, Facebook, liking, hearting, retweeting, etc.).

\*This doesn't need to be an all-day effort. Just log-in with purpose and spend 30-40 mins a day on these.

### Author Branding Goals You Have Accomplished!

Keeping on top of your author branding goals requires these occasional check-ins to see where you're at and what's working or not. But it's also a great time to look at the goals you have accomplished, how much you've learned and how far you've come. Check these off your list and congratulate yourself. You deserve it! Besides, seeing how far you've come is a big motivator to keep at it.

If you haven't started a list of accomplishments that can be crossed off, and/or revised now is a good time to do so!

### What Needs Work

Just as much as you should be proud of yourself for all you've accomplished it's important to be

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## Your Author Branding Goals: A Quarterly Check In

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honest with yourself. In what ways could you improve, push yourself a little more, or finally check some things off your list that you've been putting off? I find myself having to take stock of my to-do lists as a reminder. And on more than one occasion I've had to be honest with myself about where my own author branding goals need some help so I can refocus.

### Ways to Keep Yourself Motivated and Moving Towards Your Author Branding Goals

Check the websites of your top three influencers. Create an actionable list of things you can do to compete at their level.

Note any conferences they will speak at, or have spoken at.

- Who is endorsing them?
- What new products have they developed?
- Where have they contributed content to recently?
- What podcasts have they appeared on?
- Have they done any rebranding or website overhauls recently?

### Your Content Creation

Are you keeping up with content creation? Still posting and engaging on social media and putting out a regular blog? Are there new tools that can help you stay on top? Are you using scheduling software like Buffer and design tools like Canva? Do you keep your ideas organized when the inspiration arises? If you're answering no to most of these questions, it may be time to get into the habit of creating regular content again.

### Some Tips for Staying On Top of Your Content Creation

Check in on your Google alerts to see if they're still relevant and you're getting valuable information.

Look at your website content and update where necessary—don't let your content grow stale!

Subscribe to your own blog and mailing lists to ensure your messaging is still on point.

Staying on top of your author marketing and branding goals is a lot easier when you do these types of check-ins. Checking in helps you reassess, hone your strategy, and keeps you focused and inspired. So take a moment to reflect, congratulate yourself for all you've accomplished so far this year and get honest with yourself about what's working or not and then get back at it!

## 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 of for more info contact [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org))

November 20: Sharon Castlen: *How to Sell Children's books*  
December 18: Karen Strauss – Hybrid publishing



### 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](mailto:patti@pattibrooksbooks.com))

November 15: How to Write a Memoir, by Mary-Ann Tirone Smith  
December 20: 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](mailto:jkeeney9267@spamarrest.com))

November 8: *Using Social Media for Networking and Book Sales*, by Carol McManus  
December 13: Speaker and topic to be announced

## Adjust Your Publishing Plan

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If you're looking for a reliable, trusted, and experienced print partner, CHG is here to help. CHG offers digital and offset printing capabilities as well as binding, distribution and fulfillment, and more. We are doing everything in our power to keep our customers informed, on budget, and within timeline – all while producing superior quality print projects.

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## 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> (except for Oct 20)

**November 8 (6:30 pm ET): *Using Social Media for Networking and Book Sales***, by Carol McManus.

**November 15 (6:30 pm ET): *How to Write a Memoir***, by Mary-Ann Tirone Smith. Mary-Ann has written a nitty-gritty memoir that, among other recognitions, made our state of Connecticut actually change a law.

**November 17 (6:30 pm ET): *How to Sell Directly to The Public Via Your Website***, by Nate Hoffelder. If you are struggling with direct sales or are unclear on where to begin, this webinar is for you. Web design expert Nate Hoffelder will show you the basics of selling books and ebooks via your website. The link to attend is <https://zoom.us/j/3671572517>

**November 20 (10:30 - 11:30 am ET): *The Marketing Begins BEFORE the Writing Ends***, by Sharon Castlen. See Page 1 for more details. The link to attend is <https://us02web.zoom.us/j/6762224705>