



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 28 Issue 9 <https://ctauthorsandpublishers.com> September 2021

CAPA Central Virtual Topic on October 16 -- Using Social Media for Networking and Sales

By Carol Mc Manus, 10:30—11:30 am

Carol will give you ...

- Tips on how to reach your ideal audience
- Ways to build momentum before your book is published
- 10 easy things every author should do

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



Meet October's Member of the Month— Martha Rhodes By Linnea Dayton

When SWCAPA member Martha Rhodes joined the organization earlier this year, she was looking for a way to connect with other authors and publishers. And she wanted to find programs and services that would support her “book shepherding” business, The Pushpin Press. She found what she was looking for in CAPA and also APSS (Association of Publishers for Special Sales).

Martha's Pushpin Press helps authors turn their manuscripts into published books. Her success comes from skills acquired working for a publishing company right out of college, from her career as a senior-level executive at several prestigious

New York advertising firms, and from the experience of publishing her own book in 2013: 3000

Pulses Later: A Memoir of Surviving Depression Without Medication.

The memoir describes the challenges of her *Treatment-Resistant Major Depressive Disorder* and the struggle to find an alternative to the medicines that failed to relieve her symptoms. Rescued from a failed suicide



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**SW CAPA Speaker
October 11
6:30 PM via Zoom
By Joe Keeney**



**Turn Any
Book Into
a Course**

By Author:
Millie Grenough

Millie walks you through the nine steps needed to turn any book into a course – fiction or nonfiction.

It begins with translating ideas into specific words and strategies. For example, these ideas can be the obstacles and challenges found in the average plot. And, how the protagonist overcomes or fails to overcome them. Her nine steps give you tips on how to translate these outcomes into benefits people will get by taking the course. Testing

and packaging of courses are in the nine steps.

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 three titles of 70,000 books she has sold worldwide.

Besides authoring books and developing courses, Millie has served as executive coach and volunteer social work supervisor. She is also a member of the City of New Haven Peace Commission.

**September 2021
SWCAPA Report,
B Joe Keeney**

Eleven members attended the SWCAPA meeting held on September 13th. Brian Jud sponsored

and moderated the Zoom meeting.

Sharon Castlen's talk on selling to libraries stressed the opportunities that exist because of COVID to make more money. She explained, greater earnings come after applying certain strategies and resources in the short- and long-term sales; Sharon outlined these strategies.

Sharon is a veteran marketer mentoring authors and publishers since 1984. She has taught at IBPA University and regional author/publisher groups across the country. 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, BNPA and on the board of directors of APSS. Also, she is founder of Integrated Book Marketing.

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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attempt in 2009 by what she deems a miracle, and after a grueling stay in a psychiatric ward, Martha spent many months with trial-and-error medications that for her proved ineffective; some worked for a while and then stopped working. Ultimately, and without her realizing it, she had slid back into depression.

Then she learned about Transcranial Magnetic Stimulation (TMS) from her sister Maria, who read an ad for this therapy in a magazine she picked up in the waiting room of a doctor's office. Martha found a doctor who practiced this FDA-cleared, safe and effective alternative without the intolerable side effects of antidepressant medications. *3,000 Pulses Later* tells the story of her experience, and how TMS left her in a much better place than where she had been after years of trying to hide her depression from family, friends and coworkers — even from herself. The book points out the dangers of undiagnosed and untreated Treatment-Resistant Major Depressive Disorder. It tells what it's like to experience TMS. And it offers life skills for dealing with the disease for oneself or a loved one.

Since her recovery, Martha's motto is "Do good to feel good."

"I established The Pushpin Press," she says, "because so many people have learned valuable skills and life lessons that could be tremendously helpful for others to know about. And one way to pass on what we've learned is by writing books — memoir, self-help, even fiction."

While Martha's chosen vocation is now publishing (some of the books she has shepherded are shown here), her mission is patient advocacy. Having found an effective treatment for her depression in 2010 and then successfully lobbied her insurance company to pay for her TMS, she now supports and encourages other patients and health-care professionals in that journey. By email, telephone and as a speaker she advocates for patients with their insurers, government agencies and others.

Martha lives with her husband of 45 years in Danbury, Connecticut. They have two grown children and three grandchildren.

You can find out more about The Pushpin Press at www.thepushpinpress.com and more about Martha's experience with TMS at www.3000pulseslater.com

Why Does The Price Of Many Products End in 95 or 99?

By Brian Jud

It seems it would be a lot simpler for both retailers and consumers if the price of that \$29.95 book were instead a nice, round \$30. There must be a good reason why the prices of so many products end in 95 or 99. But what is it?

Two theories stand out. One suggests a ploy to coerce the customer into a purchase, the thought being that a price of \$29.95 seems more palatable than one of \$30 (though sales tax would likely shove the total over \$30 anyway). The theory seems plausible even if it does not place much value on our intelligence.

The practice of ending prices in 95 or 99 began in the late 1880s, when

newspapers started carrying more advertisements that included prices, says Scott Morris, a self-described collector of strange facts and useless information. By advertising an item at 99 cents instead of a dollar, a store could undercut its competition and, theoretically, gain customers. This practice would not cost the store much money, and customers would feel like they were saving money. Everyone would be happy.

A second theory focuses on a big problem in the retail business — employee theft. According to this explanation, if an item's price is a round number, it is easier for an employee who is handling the cash register to pocket the money handed over by a customer. The customer is more likely to have the exact amount if the cost is an even \$30. This means that the clerk does not have to open the register to provide change and can simply slip the money into a pocket. No record of the transaction exists, and the clerk can simply claim that the item was stolen if the issue arises. If a product costs \$29.95, on the other hand, the employee probably will have to open the register to make change and a record of the transaction will be created.

The loss-prevention theory might have once made sense, but it is less solid today considering the widespread use of credit and debit cards, not to mention sales tax. So, we are left with the notion that consumers perceive a bigger difference between \$29.95 and \$30 than actually exists.

Robert Schindler, a marketing professor at Rutgers University, relates this to the impression that a price ending in 95 or 99 indicates a discount. He also cites the tendency of consumers to give diminished attention to rightmost digits in a price. Excerpted from the book, *Great American Trivia*

Guaranteed: Authors Who Do This One Thing Shall Succeed!

By Brian Feinblum



What is the one thing any author, in any genre, can do to successfully market his or her book amidst record levels of competition for book sales or even to just get people's attention?

Manufacture momentum!

How do you do that?

- * Tell a friend.
- * Make new friends.
- * Repeat.

Give them something to:

Share — a useful link back to free content on your web site that they can share.

Do — guide them on exactly what you want them to do; set a deadline; share a goal; compensate if necessary.

Feel Your Mission — help them see your vision and feel inspired to adopt your mission as theirs.

Say — no one will say what you think will work best unless you share suggested statements, offer resources to share, and explain how to make the sale.

Give them an incentive to help you:

- * Avoid guilt for not helping.
- * Blackmail — just kidding, kind of.
- * Praise their efforts and thank them profusely, publicly and privately.
- * Call in favors or beg for new ones.
- * Pay for their efforts.
- * Share in profits of results.
- * Trade something that they perceive to be of value but minimally costly to you.

Charge others up so they can go the extra mile for you:

- * Display emotions.
- * Be methodical.
- * Show energy.
- * Share success stories.
- * Act with confidence.
- * Share hope and optimism.

Supplement your efforts by:

- * Advertising in a targeted way.
- * Buying reviews.
- * Seeking out third-party testimonials.

* Using a book promoter to secure media exposure for your book.
* Aggressively taking to social media

* Seeking out speaking engagements.

* Hiring an influencer if affordable.

Never give up.

If something fails, try again. And again.

Then try a new approach or a whole new method.

Simply believe you can do this. Then go out and prove it.

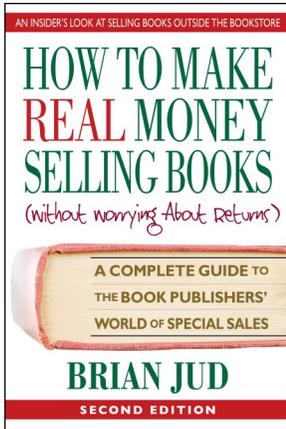
Manufacture your momentum to get up that hill. Right now. Stop thinking about it, planning, researching, talking... just do it!

Need Book PR Help? 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. He has 30 years of experience in

Tip for Making Decisions

Gary Kasparov was the world's top chess player for 20 years. Here is his take on making decisions: "The way to improve decisions is to look back and analyze them. Many people think that if something worked yesterday, and is working today, it will work tomorrow. That's wrong." (*Harvard Business Review*)

CAPA Members Celebrating Success



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 <https://amzn.to/3iQiL8X>

It's All About the Paper!

Sandy Gould

As an author, you may not have given much thought to paper. Paper gives print books their distinctive appeal and affects what it feels like in our hands for every turn of the page. Some printers provide few paper options. CHG offers several varieties of text and cover stocks along with one-on-one support to assist you in making the best decision; all while keeping your target costs in mind. Here are a few tips:

Coated or Uncoated Paper? Matte or gloss paper has a coating applied during the manufacturing process. This adds certain qualities to the paper including weight and surface texture that reduces ink absorbency. Coated paper provides a much sharper image compared to uncoated paper. The result is a crisp, clear image that represents full color images more accurately.

Coated papers require special binding adhesive called 'PUR' for softcover or adhesive hardcover books. PUR glue reacts with the coating to ensure a secure binding.



Uncoated paper tends to have a coarser finish when compared to coated sheets. Using uncoated paper results in higher absorption of ink, giving images a softer, more muted look.

Shade - White or Natural? Most coated papers are only available in white. Uncoated paper is available in white and natural (cream colored) shades. Both white and natural papers vary slightly in shade depending on the mill specification.

Thickness or Bulk. Thicker papers are suggested when ink coverage is heavy since they tend to be more opaque and have less show-through. Thicker papers can also help bulk up low page count books which allows for a larger spine width.

Opacity. Opaque paper tends to be brighter and smoother than standard uncoated sheets. Special pigments are added to increase opacity reducing show-through when ink coverage is heavy.

Digital vs. Offset. Some of our house papers are better suited for offset printing than for digital printing. You can learn more by downloading our paper spec sheet and by emailing me with your questions.

If you are not sure which paper is best suited for your project, that's ok! From selecting the right paper to choosing the right binding style, I am a call or click away, ready help navigate you through every step of the process.

I look forward to helping you make your book a great success.

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Fable: A New Brand and Influence Building Platform?

By Jeniffer Thompson



Bones, the black kitty with a stack of green books.

There are a million potential brand and influence-building platforms out there it seems, but the latest to catch my eye was Fable. What is Fable, you ask? Well, simply put, Fable is an app meant for creating and joining book clubs. Seems fun and full of possibility, right? Well, I definitely think it is, and I'll tell you why below.

So, Why is Fable a Potential Brand and Influence Building Platform?

Fable is a newbie to the online book lovers and readers platform scene. At first glance, you may wonder what makes it different from GoodReads or BookBub? Well, though there are some similarities—you have a profile, you get to share and recommend your favorite books, just like those other platforms—the big difference is, you can join book clubs that interest you and even start your own!

This gives you the chance for more exposure online, to solidify your brand through how you interact and what you recommend. And can

even bring you to tastemaker status if you're not quite there yet. But if you are there, excellent! Then it's another place where your fans and followers can connect with you and learn more about what makes you tick.

The Best Features of Fable and Why It Stands Out

Fable has a feature called Folios. Folio's are themed lists and new ones are added each week. This not only gives viewers a quick overview of the creator and what they're all about, but also why they've picked what they've picked. Folio books come with thoughtfully created discussion prompts so you and your readers have things to talk about throughout the book. These are curated by Fable partners (which you can apply for, but the way).

It's a fantastic insight into authors you may admire, and a way to find new thought leaders and influencers you love. But as for Fable's purpose, Founder and CEO, Padmasree Warrior is quoted in Publishers Weekly as saying:

"My dream is to build a platform where people can connect through stories and build their own book clubs," Warrior said. "Fable is about how everyone can aspire to be Oprah or Reese Witherspoon."

That sounds to me like there's huge potential for this to become a big brand and influencing building platform!

Another awesome feature of Fable is that anyone can use its Reading Clubs. You can create a reading club based on what you're reading, plan to read, or base it on a theme. And you don't have to wait around for people to find it and join. You can share a link to your club (like on your

social channels) and anyone with that link can join you!

How Reading Clubs Work

You can create and name your book club and its themes. This makes it easy for your audience to know if they'd like to join. This could work out really well for you if you know your core audience and what they're all about. You can add books to your club as you go along.

This means brand and influence building potential if you stick to your themes! As a writer, it would be wise to choose books in your genre, or books that really resonate, but may be surprising to your audience. If you're a thought leader (or aspiring one) it may be a smart strategy to make the theme reflect your area of expertise.

Some Other Neat Things About Fable

1- Fable works as an e-reader and social platform all in one. Books can be purchased directly through the bookstore and there's quite a stock of them. Another bonus is that it's not just a platform focused around best-sellers and of the moment content. It has a nicely curated list of options, from smaller books and non-fiction to the classics—some of which are free!

2- Because it's an app, users can leave comments, share links, and have book-club related discussions all in one place! It's very community-oriented it seems. Which means it's a place to build community as well.

3- The platform also hosts online readings and other community-focused events, which I think is very cool!

4- Another big bonus of joining Fable now, while it's still young, are the perks of being an early

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Fable: A New Brand and Influence Building Platform?

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adopter. If you can get in there before it gets big and build your reach and influence, you'll have an advantage over those that are late-comers, just like with many other platforms.

Is Fable's Brand and Influence Building Potential Worth it?

Yes, the books you add to your list must be purchased via Fable. But, the thing is, I feel like this will lead to users curating books and creating clubs that are really important to them. You'll choose more wisely what you want to feature and if you do it well, these choices will further solidify your brand.

A Fable account is free to start, but if you really want to join in on the action and have more access to

bigger book clubs you may want to consider paying. The fee is only \$69 annually, and to me that seems worth it if it's a platform you feel you'll get a lot out of. Plus that fee means more free books are available to you, which you can add to your Reading Club, or just read for yourself.

Contact Jeniffer Thompson at j@monkeycmedia.com

Marketing Tip

Develop and trust your gut. "My three decision makers are my gut, my heart and my head. You know when you're making the right decision because your body will tell you,"

Jeff Sinelli, Founder and CEO,
Which Wich (*Fortune*)

Leadership and Growth Concepts

By Tom Hill

From the book, *Code of Trust*- a great book for lists, etc. Here's an example - The Active Listening System. These are some of my favorites of their "commandments:"

- Listen for what matters most - to them
- Keep your opinions to yourself
- Check your own stories at the door
- Leave no doubt that you're listening
- Don't use debating tactics
- Put away your cell phone
- Use questions to create clarity
- Ask instead of argue
- Ask instead of accuse
- Ask open-ended questions

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)

October 16: Carol McManus: *Using Social Media for Networking and Sales*

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)

October 18: *The End" Is Only The Beginning....* By Marilyn Simon Rothstein,

November 22: 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)

October 11: *Turn Any Book Into a Course*, By Millie Grenough

November 15: Speaker and topic to be announced

Monthly Media Tip

Under some circumstances you may be interviewed on location by a reporter with a hand-held microphone. He or she will hold it in front of your mouth and make any necessary adjustments. Speak directly into the microphone in your normal tone of voice and make your intended points. Your eye communication should be with the reporter, not the camera. When the journalist begins his or her summary, you may look into the camera.



CAPA
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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)

October 16 (10:30 - 11: 30 am ET): *Using Social Media for Networking and Book Sales*, by Carol McManus (See page one for details)

October 18 (6:30 pm ET): “The End” Is Only The Beginning.... Marilyn Simon Rothstein, Connecticut author of three novels discusses the publishing process from finding an agent to seeing your book in print. She promises you will laugh.

October 20 (6:30 pm ET): *Get A Book Deal With A Publisher*, by publishing coach, Randy Peyser. There’s the book you want to write and the book a publisher – and readers – will buy: Are they the same book? Literary agents receive 1500+ manuscripts a month. Publishers receive 10,000+ manuscripts a year. If you want to get a publishing deal and more readers, you’ve got to know what publishers (and readers) buy and how to make your book stand out from the pack. The ink to attend is <https://zoom.us/j/3671572517>