



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 28 Issue 12 <https://ctauthorsandpublishers.com> December 2021

CAPA Central Virtual Topic on December 18 -- Hybrid Publishing Demystified

By Karen Strauss, 10:30—11:30 am

Karen who has worked in the publishing industry for over 35 years will break down everything you need to know about Hybrid Publishing. The pros, the cons, the monetary investment and the high end rewards. How you are in a great position to market your book. She will also talk about the three best ways you can monetize your book.



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

Meet December's Member of the Month— Harry Thomas

By Patti Brooks

Harry Thomas is a gifted writer whose book, *Peace By the Sea*, is an inspirational work enhanced with his beautiful photography of the sea and the shore near his home in Waterford, CT.

Several years ago, in an effort to cope with the double daily stresses of Covid and racial injustice, Harry began his day with trips to the ocean which offered him peace from everyday stresses.

Before long, Harry was daily posting inspirational quotes with his photography on social media. The positive feedback was gratifying and after several years (in 2020) Harry combined the inspirational quotes

with his photography and created a self-help book that "...can start the journey to living a life with true purpose and meaning."

But don't think for a minute that Harry has spent his life sitting by the sea. This talented man has appeared in 40+ films, 90+ commercials and numerous television projects.



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SW CAPA Speaker December 13

Knowing Why We Buy and Using that Knowledge to Sell Books

By Author Paco Underhill

An inventor of tools to understand human behavior and predict the future, his books are published in 28 editions and are used in MBA programs and design school across the world.

For 35 years he ran the principal testing agency for prototype stores, banks and website in the world.

More than a third of Fortune 100 list are present or former clients of his firm. Paco has been a keynote speaker in 50 countries where he lectures about why-we-buy to trade associations, non-profits and universities tailoring each talk to the specific audience.

He also worked for the bookstore industry for 35 years – starting with Waldenbooks, then on to the Independent Booksellers Associations. He will explain for us, how knowing the science of shopping can influence what's on your front and back cover, hitting the mark instead of missing it. He calls it the meeting of Art and Science.

Paco is a Simon & Schuster author of multiple bestselling books – including *Why We Buy: The Science of Shopping* and a new book coming out this January - *How We Eat – The Brave New World of Food and Beverages*. Take a look at the early industry reviews on Amazon.

Funny, on-target and informed. Come listen, laugh and be prepared to have you glasses checked.....

6:30 pm ET and the link to attend is <https://us02web.zoom.us/j/6762224705>

How Would You Like to Be Remembered?

A recent article in the *Wall Street Journal* applied baseball wisdom to everyday life. Here are two examples from baseball hall of famers. Rogers Hornsby said, "Know what you want and don't get distracted chasing anything else." When Cal Ripkin Jr. was asked how he would like to be remembered he said, "As a professional baseball player who went out every day to work and performed to the best of my ability in a fully professional manner."

How would you like to be remembered? What will you do next year to make that happen?

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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In addition to being a lifeguard and swimming instructor, Harry worked as a runway model, and appeared in print ads. Harry's resume includes something very unique.

I'll bet you don't know anyone who is an Ultra-Sound Model.

Harry Thomas is! He responded to an ad for an ultra-sound model at Foxwoods. It seems that medical conventions and seminars need a live specimen to use in presenting ultra sound procedures and methods to doctors. This career path has taken Harry to Boston, Hawaii and Miami.

But wait. There's more to Harry. He is the owner-operator of Pro-Digital Sounds Mobile Disc Jockey Service. And when working in that capacity, he provides music for all types of events. Harry has also been the host for weddings, dance competitions, beauty contests and corporate events.

I think Harry's coping strategy of starting his day by the sea has done much to help him succeed at his many career choices.

Marketing Tip

"That's how I've come to see rejection: As a push forward, not back. It is a motivator... At USC they like to tell a story about Steven Spielberg. He was denied admission three times. But he didn't give up. He just kept getting better. No matter how many rejections you receive, you only need one yes."

Masada Siegel

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 the November *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 at 10:15am 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

Writing Tip

"The turning point in a 'blockbuster' is reached only when a neutron bomb is set to go off. In real life turning points are often furnished by seemingly minor events coming at just the right, or wrong, time."

John Long

How to Locate Speaking Gigs

By Patricia Fry

Authors often ask me how I get all of those speaking gigs. Sometimes they are surprised when I tell them that I go out in search of them and ask for them. Locate speaking opportunities locally through appropriate organizations, groups, clubs, associations, colleges, churches, corporations and so forth. Children's book authors might contact school districts superintendents, librarians and children's bookstores managers. Poets can seek out poetry slams and get involved with groups that do readings. If you're a novelist, create an entertaining program (costume optional, but recommended) and take it to civic organization meetings, home parties, company parties and businesses related to the theme or a character in your story. This might be a small airport, bike shop, busy deli, bakery, gift shop, hobby shop, florists, ranger station or nursery, for example. For nonfiction, plan presentations at related venues—pet stores, animal shelters, kitchen stores, insurance agencies, board of realtor functions, art gallery, pharmacy—well, you get the idea.

Leadership and Growth Concepts

By Tom Hill

Learn that "always" isn't absolute. One of the reasons why all of us can get caught in autopilot is that we tend to see the world as a set of absolutes. You are apt to believe that such and such will always happen, because so far it always has. This is a mental shortcut, which saves you from having to think about it again. As a result, your thinking falls into patterns of your own making and you are, in effect, switching on the autopilot.

Book Publishing Predictions & Trends For 2022

By Brian Feinblum



The book publishing world is poised for more growth in 2022, regardless of what happens with Omicron or any new Covid variant. How can I state this so confidently?

Covid has given us a two-year track record and it has been a positive one for book sales.

Considering how crazy consumers are going with spending on all goods and services this year, it is obvious people have money to spend. The Dow Jones Industrial Average is up some 35% from a year ago. Money. Home sale prices are up in the double digits. Money. New investment opportunities in crypto and NFTs are minting overnight cryptonaires. Money. Anyone who wants a job, can have one. The unemployment rate is crazy low. Money. Salaries are way up. Money.

True, there is inflation but many people are staying ahead of it. And don't forget all kinds of government handouts and bailouts have flooded the marketplace with money. Books are affordable in times of a recession – and certainly in a boom econ-

omy. They are desired in good times and in bad.

Even with the supply-chain madness, there are plenty of books readily available for purchase. You can count on being able to find a book that you want – for yourself or as a gift – in a store or online. Looking for an oven or a car? Good luck!

More indie book stores opened than closed this year, again, meaning more growth is taking place in the book world.

More books are being published each day than ever before.

Let's look at other aspects of the book industry:

POD – More people will publish this way. No inventory to manage and no upfront costs. If the book fails to get traction, no loss. If stores are not open, the book is still available. The two drawbacks: Print on Demand (POD) is not taken as seriously by the media and books only get sold when there is a demand. POD books usually are not in stores, where people can otherwise discover them.

University Presses – Their books are sold on campus, both as textbooks or in the campus bookstore for popular consumption. They often sell beyond the campus, but only when the author speaks somewhere or does book signings. With corona, university presses suffer to a degree.

E-Books – Like POD, but without any printing costs, they can be sold on any site, 24-7, and are corona-immune. But the vast majority of book sales pre-corona came from printed books, so e-books are not the ideal way to go unless there's a paper book version too.

Conferences – The book industry has so many important bookfairs, writer conferences, library gatherings, US Book Show, writer workshops, etc. – and all of these have been operating at diluted levels or in a digital forum. This is the area that really is missing, where people network, publishing deals are made, and writers are discovered. All of this looks to still be sluggish until springtime next year.

Self-Publishing – This won't slow down – and may even speed up with corona, especially if publishers are delaying books or cutting down their acquisitions of new books. In such cases, where does one go but to self-publishing?

Writers – I would assume more books than usual are being written this year. What else is a writer in quarantine or voluntary isolation to do?

Amazon – While they continue to sell tons of books, especially when stores were closed and people did not want to venture out, other competitors have stepped it up, notably Walmart and Target. Best of all, Bookshop, which helps indie booksellers launch their online business, has grown wildly during the pandemic. The site serves 1,100 indie bookstores, with 400 using it exclusively to process e-commerce.

Book Marketing – Always the most important component, book marketing is even more instrumental to a book's success when traditional routes such as bookstore and library appearances evaporate. Utilizing a professional publicist or marketer is crucial to succeed. Further, using the tools of virtual marketing – social media, blogging, podcasting, online seminars, digital courses, and zooms with bookstore patrons – are critical.

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CAPA Members Celebrating Success

Adele Annesi will moderate Writing in the New Year: From Isolation to Community for Westport Writers' Workshop via Zoom on Saturday, January 22, from 10 a.m. to 11:30 a.m. Panelists include authors Pat Dunn, Christine Kalafus and Valerie Bolling, and Westport Executive Director Liz Matthews. Join us for an insightful, interactive discussion of our goals and aspirations for 2022 and how we can bring these to fruition in ways that motivate and inspire. Register for this free panel with Q&A at [Writing in the New Year: From Isolation to Community](#).

Frances Gilbert said, "I have been trying out Amazon boost post on my Amazon Frances Gilbert Books page ... I posted some snippets from Good Night World Outside and the front cover illustration and then boosted the post ... \$16 ... I also added a brief art activity to stretch the experience out ... great for at home parents and kids result 2,043 likes ... amazing ... my publisher used to say every one hundred contacts results in one sale ... so am awaiting to see if 20 books sell ... at least gets the pictures out there ... for children's books pictures are gold!"

Predictions & Trends For 2022 Continued from Page Four

Book Publishers – The sale of Simon & Schuster has stalled out, but there is always consolidation going on amongst the big players. Look for some publishing house to get swallowed by a Big 5 publisher. Look for a talent shortage to impact the industry when it comes to editing and marketing. With shortages of everything and shipping delays and printing delays, book inflation may take hold and we could see higher book prices.

So where will book publishing be in 2022? We are still in some kind of hybrid mode with bookstore events, conferences, fairs, and conventions. We still are in a schitzoid frame of mind as to where we will feel comfortable in venturing to. We keep hoping things will return to 2019 life. Will they?

Smart book publishing over the next 6-12 months will be where we position ourselves to succeed in any environment and not to assume anything. For all we know, a cure can be found tomorrow – or next year could be harsher than three months ago. Our crystal ball is covered in Covid-19 right now, but we must push forward and continue to grow all of book publishing.

Artisanal Prose

Autumn and More: Perfect to Explore Mood, Motif, Setting, Story, Theme

By Adele Annesi

The hours of daylight decrease, the varicolored leaves fall and skitter in the autumn wind. What we might otherwise see as downsides of a different time of year mark this hauntingly lovely season as worthwhile for writers. There is much about autumn to inspire. The changeable light and variable weather, along with the approaching holiday season, make fall the perfect time to explore the essential craft elements of mood, motif, setting, story and theme. Here are ways to make the most of these indispensable artistic writing tools.

Mood

One definition of mood is the story's emotional setting or atmosphere. When considering mood, yourself these questions:

- How might the reader feel while reading the piece?
- Does the mood of the prose complement the particular scene, the chapter and the overall story?

Motif

Motif could be described as a concept or an idea, usually repeating, that conveys the story's theme in a subtle way. When using motif, ask yourself these questions:

- Does motif deepen the story and its theme with each repeated mention?
- Do the repeats vary sufficiently in wording and/or subtlety so as not to be obvious and in a way that conveys something more about the story with each mention?
- Do the types of motif complement the story's theme? For example, if your story is about a struggling musician, you might mention timing, the sound of the wind or scaling a mountainside while on a hike.

Setting

Setting is a broader category of craft element than writers may realize. Setting includes the story's time or era, its place and the conditions wherein the action takes place and establish the story's context. When using setting, ask yourself:

- Is my setting sufficiently developed?
- Does it include the timeframe, location(s) and broader landscape of the story?

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5 Content Ideas to Build Your Brand (and Your Following!)

By Jeniffer Thompson

A Blog Isn't the Only Way to Build Your Brand.



I've said it before, and I'll say it again: content is king when it comes to building your brand and gaining loyal followers. And yes, regular, SEO focused, quality blog posts are one of the best ways to build your brand and following. But they're not the only way. This is good news for all of you out there who don't have the time, energy, or ideas for daily or even weekly blog posts. There are plenty of ways to put out creative, fun and less time-consuming content. I'm sharing five of these ideas below.

Not everything you share needs to be momentous, and not all of your content needs to be promotional. You want to show that you are more than your job, or your book. You don't need to always focus on the big things. Because your audience and followers are interested in who you are, not just what you're selling. And letting your audience get to know you builds trust and loyalty. Here are five types of content you can try out. Some of which can be scheduled in advance, to save you time, or to be timely.

Behind the Scenes/About You/Your Day/Your Reasons

This type of content lets your audience in on how you operate and what you're all about. It can be as simple as sharing a photo of your workspace, a fun fact about your field of work or niche, a snapshot of your to-do list or a quick reminder of why you do all you do. These can be used in conjunction with photos, memes, or hashtags to boost your engagement.

Third-Party Content or Collaboration

This is always an easy option. Share a high-quality article, blog, or breaking news story and give your short take on it in the caption. Just make sure it's relevant to your brand or what you're all about. You can also do a collaboration. This one can be as simple as a share for a share of a fellow author's blog, book or latest post, or you could host a guest blogger on your site or have them host your work.

Create A Challenge

Challenges encourage engagement. You can do something like a word count challenge and ask your audience to challenge themselves to write a certain amount each day. Or, you can challenge them to check something off a long-neglected to-do list. Of course, you'll be spearheading this, so make sure you're up to the challenge yourself.

Livestreams/Video

Videos get the most engagement on almost any platform. Choose a platform and show your followers something fun or educational. It can be as simple as a quick tip. You can show yourself doing something you love to do, like attending an event (even a virtual event), or going on a walk in the park. You can even show yourself making your favorite drink (think Ina Garten and her viral giant cocktail recipe) or a breakfast recipe. These can be light and fun, educational, or inspirational. Just keep them short. People's attention spans are known to drop past the 3-minute mark.

AMA/Q&A or FAQ

Host an AMA (Ask Me Anything) or do a question-and-answer session, or even post the answers to the most frequently asked questions you receive. This can be in short video format, especially with the FAQ, or you can invite your followers to ask you questions in the comments of a written post. Just make sure you're on stand-by to respond in a timely manner. You can set a time frame and check in throughout the day.

Some Extra Tips on Types of Content to Build Your Brand

Pets: Everyone loves pets! If you have a cat (I share photos of my cat, Mishka, when she allows it) or dog, or bird, or you're one of the lucky few with a Raccoon as a pet, share some photos! Tell your followers your pet's story. It gives them insight into who you are and what you're about on a more personal level without oversharing.

Kids: If you've got kiddos in your life, share some fun stories about their antics. If you don't have children, or don't feel comfortable sharing kid related content, then see above: Pets.

What You're Reading: Snap a photo of yourself reading or just a nice photo of the cover. Tell your followers what you think. If it's a book by another Indie author, support them by tagging them in the photo.

Personal Flaws: This seems like a weird one right? Well, the truth is, everyone knows that the perfect life we see on social media isn't quite real. And now, more than ever, your audience wants to know that you are actually human. Exposing some of your flaws can be endearing and it builds trust.

Goals: Share what you have planned for the day, the week, the month, or the whole year. Tell your audience what your ambitions are and they'll relate. Plus, it can give them something to look forward to—especially if your goals happen to involve a new book or career move.

See, It's Not So Hard to Create Content Is It?

I hope I've convinced you that creating content can be easy, and maybe even fun! There's no need for everything to be perfect either. Just make sure all your content is on-brand and true to you! Speaking of challenges, I challenge you to use one of these ideas in your social media strategy this week. Good luck, and happy creating!

Artisanal Prose

Continued from page 5

How does the setting mirror and/or contrast with the plot and/or character(s) for which it forms the backdrop?

Story

The definition of story is actually simpler and more straightforward than most writers realize. It could be described as what happens in the story overall. When working out your story, consider these questions:

Are the events presented in an original way?

Do the events reflect the writer's knowledge of the plot without overshadowing the story?

Theme

Theme is what the story is *really* about, not what it seems to be about on a surface level. Theme is

all-important and should be conveyed upfront, in the first paragraph, if possible. When working with theme, ask yourself these:

What is my story really about?

Does the subject have universal and individual appeal?

Is the theme conveyed in an original way that shows what's at stake?

What are the consequences of the characters' choices?

People often find that when the seasons change, their mood changes, too. And the decreasing daylight hours of autumn usually mean a period of adjustment, maybe a dip in energy levels, changes in routine and some missteps in modifying our lives to match the time of year. It can take a couple of weeks to move through the continual light of summer to the growing darkness of fall. Yet, throughout the transition, writers can embrace these changes and even use them in

their writing while adjusting their lives accordingly.

The changes in weather, and even the increase in darkness, can serve to inspire writers — and not just those who write dark stories. It's the mood. It's the magic. It's change itself, to cooler climes, pristine skies and the shushing sounds of falling leaves.

Happy writing and happy and safe holidays!

Adele Annesi is an award-winning author, editor and teacher. For questions on writing, email a.annesi@sbcglobal.net

Schedule of Upcoming Meetings (Until the meeting sites reopen, these will all be virtual meetings at <https://us02web.zoom.us/j/6762224705>)



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)

December 18: Karen Strauss – Hybrid publishing

January 15 Rudy Shur: Publishing options

February 19 Tamara Dever: Book and cover design



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)

December 20: Networking and Holiday Celebration

January 17: 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)

December 13: Knowing Why We Buy — Paco Underhill

January 10: Speaker and topic to be announced

Media Tip

Hiring a media trainer to coach you in performing successfully may be the best single investment you can make to conduct an effective appearance. On the air Therefore, search carefully and retain the services of a seasoned media trainer. It is best to employ one early to discover where you need the most assistance and help you make corrections. Without the benefit of an experienced instructor, you can not be sure you are practicing the correct techniques.

Professional media trainers can provide one-on-one or group sessions. Some will even serve as your publicist once your training is completed, helping you negotiate appearances on national television shows. A good media trainer will instruct you on conducting pre-show preparation, applying makeup, wearing the right clothes, creating your presentation, using your voice well, gesturing convincingly and answering questions in a poised manner. Ask your coach to videotape your session for a complete record of what was said.

Media training will give you relaxation, calm you down, make you understand how things operate, make it easy for you to do television. You won't be preoccupied with what is happening here or happening there. You'll be able to focus, and that's the most important thing.

(Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*)

Free Virtual Meetings In December

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

December 13 (6:30 pm ET): *Knowing Why We Buy and Using that Knowledge to Sell Books*, by Author Paco Underhill. See page 2 for the description

December 18 (10:30 am – 11:30 am ET): *The Pros and Cons of Hybrid Publishing*, By Karen Strauss See page 1 for the description

December 20 (6:30 pm ET): SE CAPA Networking and Holiday meeting



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