



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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January 2022

CAPA Central Virtual Topic on January 15 -- Traditional Publishing Vs Self-Publishing: The Good, the Bad, and the Ugly By Rudy Shur 10:30—11:30 am

Rudy is the founder and publisher of Square One Publishers began his work in publishing as a field representative for Charles E. Merrill Publishing Company and William C. Brown Publishing Company, where he ranked as a top salesman in each sales force. In 1976, Mr. Shur and his partners founded Avery Publishing Group. Over time, Avery was

developed into a successful mid-size firm, achieving market dominance in the field of alternative health books. In 1999, Avery was sold to Penguin Putnam Inc.



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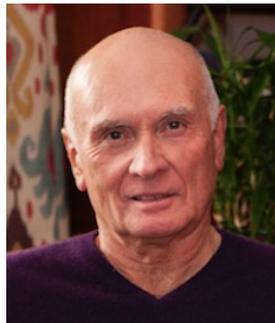
Meet January's Member of the Month— Dr. Paul J. Dunion

By Linnea Dayton

Paul Dunion's achievements in communicating started early. His first-grade teacher often gave the class a choice in the afternoon: Did they want to do art or listen to Paul tell a story? Paul got lots of storytelling practice that year. By seventh grade his teacher, Sister Stephen, would proudly present Paul's written work whenever the school superintendent visited.

Several years later, in 1973, Dunion earned his M.A. in Philosophy from the University of Connecticut and became a professor of Philosophy at Three Rivers Community College. He completed his Ed.D. degree in Counseling and Consulting Psychology at the University of

Massachusetts at Amherst in 1991. Dunion has spent 40 years as a psychological healer. He believes that all healing comes from within, and that the practitioner's role is to assist in that healing through a collaborative effort.



Dunion's early interest in writing has continued throughout his

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December 2021 SWCAPA Report

By Joe Keeney

Ten members attended the SWCAPA meeting held on December 13th. Brian Jud sponsored and moderated the Zoom meeting.

Author Paco Underhill's talk was about, *Why We Buy and How that Knowledge can be Used to Sell Books*. He stressed the importance of a PR person for your book and obtaining that person as a student or graduate from a school.

He is the author of multiple best-selling books. Including *Why We Buy: The Science of Shopping* published in 28 editions around the world. More than a third of clients are on the Fortune 100 list.

SWCAPA Speaker: January 10, 6:30 pm *Optimize Your Book to Increase Sales*

By Martha Rhodes

Martha shows us how to re-think the value of the book's content, to understand who the target audience really is, and to connect with it through bulk sales. She explains that two steps are necessary for success for a first time, self-published author. 1) Identifying what your book is about, even though you were positive you already knew; 2) The second step is realizing the bulk sales that are possible, when the right audience is chosen as the target.

Martha's book, *3000 Pulses Later: A Memoir of Surviving Depression Without Medication* is in its 8th reprinting with twenty-thousand copies sold. Martha's passion is sharing her insights, gained over the years, to help others reach their book's success. The link to the recording is <https://bit.ly/34xvhVU>

January 15 Speaker Continued from Page 1

Square One Publishers began as a dream of Mr. Shur, who is enjoying the opportunity to once again achieve success in the publishing arena. The link to attend is <https://bit.ly/3JUPgOr>

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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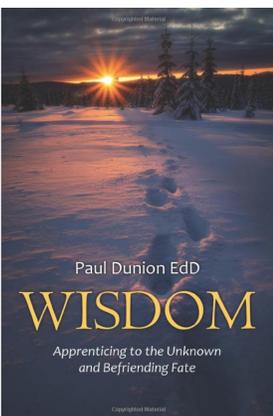
Meet A Member

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career as healer, author and speaker. “Writing has provided me with a variety of obstacles and invitations,” he says.

For instance, at the end of a five-day writing course at Wesleyan University in 2004, his teacher gave him this advice about his writing: “You should keep it in your journal.”

But the response to his composition for a class at Omega Institute of Holistic Studies in Rhinebeck, New York in 2008 was much more positive, although it was puzzling at first. “As soon as I finished reading the work,” he reports, “I heard what sounded like loud screaming, in a language I’d never heard before.” Alarmed to discover that the sound was coming from his teacher, he was greatly relieved when she finished and explained that the verse she had just delivered was a Gaelic blessing, praise for a job well done.



With the 2006 release of *Shadow Marriage*, the second of Dunion’s books, he was disappointed when there was less response from reviewers than he had hoped for. A little research, though, showed that most of the “reviewers” on the book-publisher’s list were either dead or retired from reviewing, which explained a lot.

In July, 2021 Dunion’s sixth book, *Wisdom: Apprenticing to the Unknown and Befriending Fate*, was published by Gatekeeper Press. The book’s major theme is shifting one’s effort away from trying to “get life right,” an impossible goal. We are better served, Dunion tells us, if we allow life’s mystery, unpredictability and insecurity to interrupt the ego’s dominance, and help us toward wisdom. He describes this process as “apprenticing oneself to fate”: Apprenticeship is based on experience, on learning

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The Pandemic Product That Could Help Promote Your Publication

By Lisa Braxton

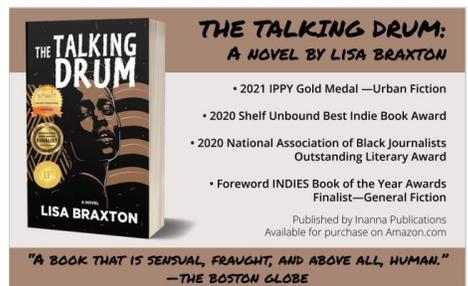
The COVID-19 pandemic has largely forced authors to put tradition aside when it comes to promoting their books, and find creative and innovative ways to get the attention of readers. Bookstore customers sitting on folding chairs, clutching cups of punch while the author speaks a few feet away has become a rarity, if it happens at all these days. Writers are autographing books in the relative safety of their homes and shipping them to fans who’ve pre-paid the costs through an app. Book parties, author panels, and readings are held on Zoom or other videoconferencing platforms.

As the virus persists in playing a significant role in our lives, it’s become clear that at least one safety product won’t be shelved anytime soon. And that product—a face mask—can be a vehicle for promoting a book. We wear the face mask everywhere: to the supermarket, the library, the shopping mall, restaurants. Their pervasiveness makes them miniature billboards for the

wearer to express themselves, whether to make a fashion statement, share a beloved piece of artwork, or showcase the cover of a book.

Businesses are employing the strategy. They are investing in customized face masks to influence people to make a purchase, sign up for a newsletter, or take other potentially beneficial actions. Much like a book cover, a company logo is the main tool that introduces potential customers to the product. It can make a lasting impression and stimulate a customer’s curiosity.

If you decide to invest in face masks in an effort to increase book sales, choose a reputable manufacturer of personal protective equipment (PPE) for the production of your face masks to ensure the highest quality of materials are used. Ideally, the masks should be comfortable, soft, stretchable, breathable, and washable. Stretchable ear loops and elastic at the top and bottom provide greater flexibility.



For my face masks, I used a high resolution bookstagram image I had a designer create not long after my book, *The Talking Drum*, was published and sent it to a customized mask production company. I’ve contacted my book champions—friends and family who’ve been my volunteer book promotion squad—and sent them the customized masks. I anticipate them wearing them whenever they leave the house, potentially increasing my customer base. And I’m sure a few will send a “thank you” my way for sending an essential safety product their way.

Authors Should Expect Changes In 2022

By Brian Feinblum



2022 is being ushered in with feelings of fear, frustration, and futility when it comes to the world according to covid. But what if we flip the script — and just accept, and even embrace our fate and absorb it into the equation of life as an author today?

What if we stop denying reality — but also stop projecting doomsday scenarios?

We get nowhere wishing for what isn't, longing for what was, and whining over what can't be. Instead of seeing loss or limits, let's focus on what can be — and simply deal with what is. We need to be fluid, operating out of a mindset that expects nothing but always strives for more.

Things change swiftly with covid. The truth is, life is always moving very fast. The pace of change, thanks to technological and communication advancements, is frenetic.

We have a new year — and that means new ways, new winners. Life is anything but static, even during what feels like paralyzing times.

I look forward to knowing I can plan a trip out of the country with the expectation of being able to arrive and depart without incident.

I look forward to being in a crowded comedy club, arena, or restaurant and not have to listen for people coughing near me.

I look forward to shedding masks and getting away from a needle every six months.

I look forward to not hovering over my teenage son to implore him to take covid precautions.

I look forward to ending debates with friends who don't respect science or society, endlessly debating mandates, and the politics and economics of health.

I look forward to not thinking I could kill my 81-year-old mom just by hugging and talking to her in person.

The world has always posed challenges and opportunities that impact different people differently. Covid seems to be a unifying and disunifying event. We all are experiencing it, but differently. We need to find a way to co-exist with it — respect it but don't be a slave to it. We are all gamblers now, weighing the risks and rewards of our actions.

Things change all of the time. Just look at:

- *Styles
- *Laws
- *Habits
- *Media
- *Science
- *Technology

Keep changing with the times.

Covid is like anything else - an ever-changing factor in what we do, but

not the only, prevailing one. At least that is what I choose to think. Who knows?

Authors need to keep writing, keep promoting, and keep living. Covid is one part deadly, but 10 times terrorist. Do not let the terrorists win.

Please Contact Me For 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 successfully helping thousands of authors in all genres.

Timeless Tip

The 1936 book, *How to Win Friends and Influence People*, has sold over 15 million copies and still ranks in the top 100 Amazon best sellers regularly. Why? Because its content is timeless. For example, here are six things to make people like you (and all can be applied to selling your book):

- 1) Become genuinely interested in other people,
- 2) Smile,
- 3) Remember that a person's name is to that person the sweetest and most important sound,
- 4) Be a good listener,
- 5) Talk in terms of other people's interests, and
- 6) Make the other person feel important — and do it sincerely.

Artisanal Prose

**“From Writing to Publication:
A Change of Mindset”**

By Adele Annesi

The start of a new year is a great time not only to review tried and true methods of preparing your work for publication but to add zest and zeal to the process.



Even in today’s always-on world, a polished work is a more salable work. But preparing for publication means more than perfecting a manuscript; it means changing your mindset. Once you finish your writing project (this stage of it, anyway), tell yourself, “Now I have a product to sell, and I have to present both the work and myself professionally.”

The first step in presenting a work for publication is knowing what kind of work you have and who’s likely to read it. This means knowing your genre and audience (age and market), not as you’ve thought of them in the past, even last year, but as they’re defined today. What categories does my work fall into? Who is my audience? Are there crossovers in genres and/or readership? If so, what are they? Be specific in answering these questions.

While the lines of today’s publication categories may be blurred, your knowledge of them shouldn’t be. Study websites such as Amazon, Bookshop.org and Good Reads to find books similar to yours. Note how those books are classified and described by the seller/provider in both genre and readership, and how they’re described on their book jackets, so that you can accurately describe your work, genre and audience in your query letter and marketing materials.

Once you’ve written your query (keep it to one page) and/or book proposal, seek a personal connection between you and your point of contact. If you have a referral, great. But even referrals don’t guarantee attention, and they certainly don’t guarantee acceptance. Learn more about the query recipient to show that you’re not just relying on the referral to get a foot in the door but that you’re the caliber of writer who goes

the extra research mile to know and promote the work. And remember, the connection should be both personal and professional. The old adage still remains—you won’t have a second chance to make a first impression.

Once you’ve established a connection with the recipient of your submission package, make sure to provide only what the agency, editor, individual or publisher says in their guidelines they’re looking for. Although more new agents and publication venues are springing up daily, there are even more submissions. Don’t let yours give gatekeepers a reason to reduce the slush pile.

To help get you started, enclosed below is a list of resources, most of them free, for query letters and agent contacts. And you don’t usually have to be a member of the organization to access their conference website and agent panel information.

- AgentQuery
- Association of Authors' Representatives
- Association of Writers & Writing Programs (requires membership)
- Duotrope
- Jane Friedman—the best available resource for writing query letters
- Manuscript Wish List / Find Agents and Editors
- NewPages
- Poets & Writers / Tools for Writers / Agents
- Publishers Marketplace (free newsletter and good source of deals)
- Query Tracker

Happy writing and happy New Year!

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

Making Work Work

By Julie Morgenstern

“If you are stuck on where to start, maybe you have confused a project with a task. It’s easy to make the mistake of putting a giant task on your to-do list as a single item: doing taxes, for instance. Because it’s such a big job you might put off getting started. The secret is to break down the project into a series of doable tasks,” says Julie Morgenstern in her book, *Making Work Work*

Redesigning Your Book Cover: Four Reasons and Their Benefits

By Jeniffer Thompson

Your book cover needs to make a good first impression. It's the advertisement for what's waiting inside—And its biggest selling point! So the right book cover is vital to your book's success. Which means the wrong cover can bring the opposite. And sometimes, what once worked for you, just doesn't work anymore. But the great news is, your book cover isn't set in stone. Redesigning your book cover is always an option. Below, are four possible reasons why you may want to consider it, and the benefits of each one.



Redesigning Your Book Cover as a Refresh

So, you have a book cover that you're pretty happy with, but it's been a few years and things have changed. Maybe redesigning your book cover to freshen it up a bit is in order.

Relaunch/Rerelease

Maybe you have no real complaints with your book cover—the design is quality and fits the genre—but it's been awhile since your book first launched. You're thinking it may be time to relaunch your book to get some fresh attention on it. Or maybe you're planning a rerelease for the anniversary to remind everyone why your book was so great in the first place? Maybe you've updated some information

in your nonfiction book and want to release a second or third edition? These are great opportunities for redesigning your book cover!

So, how does redesigning your book cover help in this scenario? Well, depending on how long ago your book originally launched, it may be out of date. Updating your book cover is an opportunity to appeal to a modern audience—which is the reason you're rereleasing it in the first place right? An update will make that more likely to happen.

If you're releasing new edition non-fiction book, well, what better way to make it clear that this is a new, improved version. Redesigning your book cover, in this case, is going to help sell it to both a new audience and your old fans that want the latest updates.

Consistency

Consistency in appearance and style is crucial to you and your book's brand. Perhaps your brand has changed and you want to reflect that in your book covers? Or you've written a series and you've realized that those old covers from your first books don't quite fit any more with your newest book?

Redesigning your book cover for consistency can:

help keep your brand and your books cohesive and recognizable. Which means your reader will relate you to your book. And that familiarity can lead to becoming fans. In the case of having a series, that consistency is even more important. Relating your earlier books in the series to the latest release can also help sell your previous books.

Redesigning Your Book Cover for Improvement Corrections

Sometimes you just end up with a book cover you don't love. And sometimes nobody else loves it either. Your readers expect certain elements to be part of your book cover[link]. It needs to fit the genre, be visually compelling, and look professional. If there are tell-tale signs of self-publishing like bad design, no ISBN number, or bad quality printing, etc., readers won't trust that it's going to be a good book—even if it is!

How this benefits your book:

When you have professionals handle redesigning your book cover they know what standards make a cover, well, professional looking. They know how to fit within publishing conventions and they have the design skills to give your book the cover it deserves. This means that it could fit right in on any library or bookstore shelf.

Polishing it Up

Occasionally there are pretty good book covers that don't need a lot of help. And those book covers just need to be polished up a bit. Maybe you want the color to pop more, or for the background to look more alive? Sometimes, it's as simple as changing the layout or font.

Redesigning your book cover just to polish it up can make a lot of subtle differences that make it more appealing to readers. Plus, you can promote it in a relaunch campaign and have an excuse show it off again. And promoting your book helps sell your book!

Writing Tip

“Contrast opposites by containing them within a single sentence. ‘He motored to Las Vegas in a Coupe de Ville, and he walked back home in a barrel.’”

John Long

Marketing Fiction By Jodie Blanco



I can't tell you how many times I've heard colleagues say, "You can't publicize fiction." Let me state here and QAnow: fiction can be just as newsworthy as nonfiction. The only limits are the boundaries of the imagination conceiving the campaign.

I teach two kinds of publicity pitches—front door and side door. The front-door technique is presenting the straightforward, obvious media angle, and it's effective only when the premise of the book itself can be positioned as news and the author's credibility is explicit.

Otherwise, and often with fiction, the side-door method is a useful creative solution. "Side-dooring" is providing alternative angles to the press that frame the book and author from a perspective not easily apparent. For example, you're publicizing an espionage thriller set in modern-day China. The author lived and worked in China for three months while researching the book.

If you take the front-door route and pitch the feature writer at a newspaper to do a conventional author interview, it's likely the editor won't bite, because the book is fiction and the author isn't an academic expert on China.

However, if you seek a side door, you open up a whole new spectrum

of possibilities. For instance, you could pitch the newspaper's travel writer on doing an article about China as seen through the eyes of a celebrated novelist. Or you could pitch the reporter who covers the Far East for the paper's international section on interviewing your author for an article about the experiences of American writers who've lived in China. Opportunities abound!

Reading to Children

"To curl up with children and reading a good book has long been one of the great civilizing practices of domestic life, an almost magical means of cultivating a warm fellow feeling, shared in a common cultural understanding."

Maria Tatar

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 of for more info contact BrianJud@bookapss.org)
January 15 Rudy Shur: Publishing Options (See Page One)
February 19 Tamara Dever: Book and cover design
March 19: Dan Janal: How to Write Your Book In A Flash



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)
January 17: Lorien Lawrence: Avoiding the pitfalls on the way to publication.
February 21 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)
January 10: Martha Rhodes: Optimize Your Book to Increase Sales
February 14 Speaker and topic to be announced

Media Tip

If you are on a half-hour talk show, you have more time to develop your answers. But do not make them too long, and always keep the host and audience involved in your response so it does not turn into a boring monologue. Below are four ways to structure your answers. Use one or more of them during a show to vary your responses, build rapport and make the interview seem like a conversation:

The chronological response. This method involves a description of your subject from a strategic beginning point. Starting with the earliest relevant experience, describe each event before moving on to the next.

The narrative response. This format gives you the chance to present your point in the form of a story. Use a narrative response only during shows of fifteen minutes or more.

The enumerative response. This is a good technique to use in a short segment, when the host asks for three quick examples to prove your point. List and describe each briefly, counting them off on your fingers for emphasis.

The geographical response. Use this style when it is important to describe where something took place.

Meet-A-Member Continued from Page 3

firsthand, more by osmosis than by instruction, recognizing and accepting our mistakes along with our successes, without letting either define us. “Wisdom is based in curiosity,” he says, “and doesn’t get hung up in the ‘answers.’”

Dunion defines the target audience for *Wisdom* as those who refuse to believe aging means slipping into mediocrity, massaged by cocktails and playing golf. They want to believe that aging is not simply about escaping an unfulfilling career and experiencing mental and physical decline. As they reach retirement, they want their life experience not to be limited to a series of personal and professional victories and defeats.

Dunion lives with his wife, Connie Jones Dunion, in North Franklin, Connecticut, where he’s writing a seventh book: *My Days with Emma, a Soulful Path to Elderhood*.

“Writing the other books was hard work,” says Dunion. “But *My Days with Emma* is a series of conversations, 60 to 70 percent dialogue, and it’s a great joy to write.”

Bank Square Books in Mystic, will host an Author Talk and Q&A with Dunion on March 3 at 6 pm. (www.pauldunion.com/events/).



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