



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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CAPA Central Virtual Topic on February 19 -- Dressed to Impress: Designing Your Book to Make The Sale

By Tamara Dever 10:30—11:30 am

Design goes well beyond aesthetics, having a different function for each part of your book: the front cover, back cover, and interior. Learn how those parts of a book are akin to the process of you landing a new job. Whether DIY designing or hiring a professional, you'll leave with a deeper understanding of why good design matters and how to use it to maximize your

book's attention-getting — and sales — potential. Includes tips and techniques, dramatic before and-after samples, and Q&A. Present-



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Meet February's Member of the Month— Stephen G. Bowling

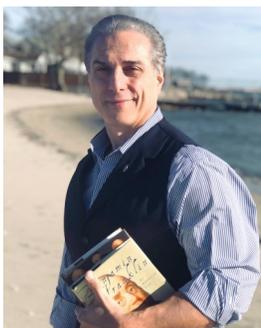
By Joe Keeney

What makes this author stand out is the beauty and expressive quality of the illustrated artwork in his children's books. One reviewer described his books, for ages 2 to 8, as stunning and almost took her breath away.

Another one of Stephen's numerous reviewers described Stephen's books as perfect for drifting off to dreamland -- It helps children fall asleep. Not surprising, because Stephen uses rhyming to compose words into a literature of song, and children love the rhyming, to hear it and read it. Stephen explained, "I want to create children's books that are fun to read and instill fond childhood memories. I write to help chil-

dren learn to read, and to encourage a lifelong habit and love of reading."

For adults, it's the opposite. Stephen wants to take away from adults a life-long habit. The habit of going through life as a spectator, waiting for something to happen. His book, *My Life List* is a tool, filled with encouragement, to help adults become more pro-active. Stephen describes



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January 2022 SWCAPA Report

By Joe Keeney

Nine members attended the SWCAPA meeting held on January 10th. Brian Jud sponsored and moderated the Zoom meeting.

Author Martha Rhodes showed how to re-think the value of a book's content and understand who the target audience really is; To connect with bulk sales you must know who the audience is.

Her book *1000 Pulses Later: A Memoir of Surviving Depression Without Medication* is in its' eight-printing with over twenty-thousand copies sold.

SWCAPA Speaker: February 14, 6:30 pm

*Book Authoring Do's,
Don't and Maybes*

By Brian Feinblum.

Without breaking the bank, what an author can do to build a brand and get sales? Brian, a thirty-year book publicity pro, shares invaluable insights, proven strategies, cool ideas, and other things you don't do – but should!

Brian Feinblum has generated three million page views on his award-winning blog: *Book-MarketingBuzzBlog*. BookBabyy and Findspot both recognize it as one of the best book marketing blogs out there. Over the decades, he has promoted over a thousand au-

thors, including bestselling authors such as Dr. Ruth, Mark Victor Hansen, Ken Blanchard, Jeff Foxworthy and Henry Winkler.

Brian, who has promoted authors across all genres (children's books, novels, and poetry), has spoken at many writer's conferences and presented for many years at Book Expo America and has been published several times in *The Writer* magazine. Follow Brian on Twitter @theprexpert and you can connect with him on LinkedIn: [linkedin.com/in/brianfeinblum](https://www.linkedin.com/in/brianfeinblum). The link to attend the meeting is <https://us02web.zoom.us/j/6762224705>

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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**

Meet A Member Continued from Page 1

his book as easy to use, yet powerful.

What inspired a serious book author to write children's books? Stephen said, "I have often been accused of acting like a child, I thought I would turn that around and use it as a *talent* to write children's books."

However, the talent came to be, the author feels lucky to share it with an illustrator (who paints each picture in vivid color) and who is in sync with his vision of a book. And Stephen's four upcoming books will express that beauty, too, as his current books do on Amazon.

He develops his writing ideas from his likes and dislikes as a child. For example, [in one of his stories] if a child heard a squeaky door, Stephen would imagine all sorts of reasons for the squeaking when he was a child and use it in the story.

For Stephen, producing ideas is less challenging than writing in verse. It is the aspect of cadence and rhythm and using that rhyme to advance the story that is the most challenging part of writing for the author.

On the other hand, the inspiration to keep writing is natural because the author has a passion to invent characters and the world they live in. Yet, it's not his only passion. Stephen (with a degree in political science) is enthusiastic about the US revolution, the philosophy and history behind it. In particular, he is enthusiastic about the founding documents, the Declaration of Independence, and the Constitution.

He expresses that passion by heading-up a non-profit philosophical organization, called the Prometheus Foundation. It encourages opposing ideas and effective communication by instructing students in critical and analytical thinking; It teaches civility in civil discourse.

Outside of writing and political discourse, the author enjoys learning about astronomy and quantum physics.

Here is a list of the author's current titles published on Amazon:

Besides *My Life List* (mentioned earlier) and his upcoming books.

Calvin the Christmas Tree: He's been preparing for the season since he was a sapling. But will be tall enough to start spreading joy

Simon's Tree Party: He's inviting everyone to his house. But will anyone come?

Simon's Search for the Scary Dragon: Simon decides to find the Scary Dragon. What he finds may surprise you.

Marketing Tip

Just give it a try. You cannot hit a homerun (or even a single) unless you step up to the plate. You cannot get on a TV or radio show without contacting the producer. If you want to write a book get started. If you want to call a corporate buyer, pick up the phone and dial. You cannot make your idea a reality unless you give it a try. Start today. What are five things you can take a start on your idea today?

For Kindle Books, Ask for a Review

By Dan Janal

You can—and should—ask readers to review your book on Amazon. Many ebooks use this tactic.

Here's an example from Tom Corson Knowles, founder of TCK Publishing:

If you enjoyed this book or found it useful, I'd be very grateful if you'd post a short review on Amazon.

Your support really does make a difference, and I read all the reviews personally, so I can get your feedback and make this book better.

If you'd like to leave a review, then all you need to do is click the review link on this book's Amazon page here: amzn.to/yourlink (direct link to the —Create a review| page on Amazon).

Thanks again for your support!

Note: To get the link, you must first upload your book to Amazon's marketplace. When your book is live, get the review link, insert it into your book, and reupload your book.

Excerpted from *Write Your Book in A Flash -- The Paint-By-Numbers System to Write the Book of Your Dreams—Fast!*

February 19 Speaker Continued from Page 1

ed by Tamara Dever, owner and creative director of TLC Book Design, a boutique book creation firm serving authors and publisher for over 25 years. The link to attend is <https://us02web.zoom.us/j/6762224705>

Start Your Grass Roots Campaign With 10 People

By Brian Feinblum



Authors often ask me how they can go viral or build a fan base. They will inquire about what makes sense as far as social media is concerned. What they really need to do is find 10 loyal evangelists.

Getting 10 people to each tell 10 people who each tell 10 people will quickly yield 1,110 people who know about you. Yes, do the math. It's that simple. But what isn't simple is to get these people to buy your book.

It begins with the first 10 people. They need to be informed incentivized, and purposeful in the people they reach out to. If the people you begin with are not passionate or truly knowledgeable about your blog or book they won't be able to "sell it" to others.

Most people will alert their Facebook followers, LinkedIn connections, blog readers, family, friends, and colleagues. That certainly is a start. But often things die after that. The second generation of connections that you seek are not being inspired to take an action step, namely to buy a book AND share

with others. Maybe you tie the two together. Give them a discount or free copy if they can deliver 10 people who will buy the book. Knowledge and awareness of a blog is the first step, but you need to give incentives to get sales.

Ask your original 10 people to be your advocate. You want them to go the extra step and tell all of their friends, family, colleagues, FB fans, Twitter followers, blog readers, etc. You want them to not just mention that their cousin wrote a book. You have them say what the book is about, give them a deal to incentivize a sale, and have them tell others not just once, but several times.

Take those 10 people under your wings. Treat them like paid employees. Don't expect them to do much for you just because they know you or even love you. You need to beg, inspire or even pay them to get the action that you want. And then you have to convince them to do the same for the 10 people they each bring in.

What you want is to get a direct path back to the people they tell about you. The key is to continue the dialogue and to personally hand-sell all of these people. Because once you do it, and do it well, the next round of outreach to 10 people for each of those 1110 people will yield another 10,000 people!

Think about what will move people to take action. Here are some ideas:

- People will support those they believe in—they align with you as a person based on character, experiences, morals.
- They will rally around a book they love or believe in.

- They will act for you if you trade a favor of some kind—ask them what you can do for them.
- People will support a cause, such as politics, a non-profit, or to save dogs, battle cancer and educate youth. Tap in to something that people support.
- People can be moved by a fat discount or something free. Think about what you have access to that others value. You can give money, service, books—but you can also give something else. For instance, partner with a community group or a store to give away their product or service in exchange for people buying your book.
- People act out of emotion—fear, guilt, hate, love, desire, and hope. Tap into the nerves of one's life and you can move them to help.
- Exploit your connection to a person. If it's a relative, lean on the family link. If it's a friend, he or she should want to support you. If it's people in your house of worship, lean on the spiritual connection. Use what you got. Call on who you know.

Now, what do you want people to do for you? Determine your answer and take steps to encourage that exact action from them. Don't just ask them to click on a site or like a FB page. Tell them you want them to buy a book by next week, to put a link and supportive message for your book in their newsletter, blog or site. Tell them to also tweet out a link to your site, to give you 10 emails of

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Artisanal Prose

A Question of Character in Historical Fiction

By Adele Annesi

Creating and developing characters in historical fiction is much like creating and developing characters in other fiction forms. But in historical fiction, perhaps as in no other genre, the writer can blend the real with the imagined. As to real figures of history, writers must be true to what we know and learn. But we can also make use of gray areas. When blending fact with fiction, the result must be both plausible and immersive. We want readers to forget they're reading fiction, maybe to forget they're reading at all. What we want is to take them somewhere else with people they may know or not, but who are so true to life they rise off the page into memory.



All of this means we writers must know our characters well, but it doesn't mean we're never surprised. It has even been said that if the writer isn't surprised on occasion, the reader won't be. One way to accomplish the unexpected is to put our characters, especially main characters, in scenes with other characters. What happens that surprises us? Why has it happened? The "why" question is perhaps the most important a writer can ask, and the answer can take an entire novel to expound.

Writers also know that what a character wants means much to the story. What that person wants and will stop at nothing to get—that's the stuff of fiction. But the real question remains: Why does the person want that particular goal, or thing or other person? In historical fiction, we seek to explore what in the individual's upbringing, life, background, disappointments and setbacks has formed and fomented the desire? Will the character achieve it or not? Why or why not? What will be the outcome of the realization and/or disappointment? (Usually there's a combination of both.) How will the character change by achieving an end or not achieving it? Like the playwright, the historical

fiction writer often poses a question, in the context of history, that is explored but not fully answered, leaving questions for the audience to ponder.

Another way to reveal a character in scene is watching how that character solves a problem, surmounts an obstacle. What choices does the person make? Yes, we make our choices, and then our choices make us. But in historical fiction, there are the strictures of the times, of what has or has not yet been discovered. How will our characters work through or around these limitations? Their choices mean more, have greater consequences, precisely because the characters are constrained by different boundaries and because those choices will affect the future, even our future. If a person is free to do anything, how much does any choice really cost? If, however, there are limits of social class, knowledge, belief, culture, or awareness of one's self or others, those choices mean even more. Like the playwright, the historical fiction writer need not answer all questions. Many questions worth asking can't be fully answered, but the questions are nonetheless worth posing, especially through the people in the times of our stories and the times of their lives.

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

SE CAPA Meeting**February 21 (6:30 pm ET)**

John Matthew Fox, the founder of Bookfox (thejohnfox.com) will talk on Dialogue. If there's one essential element to make your fiction more entertaining, it's writing better dialogue. Dialogue entertains readers, delights agents, and thrills publishers. If you have fantastic dialogue, it will cover a multitude of narrative sins. John spent the last few years gathering wonderful examples of dialogue, and created an online course, "The Ultimate Guide to Writing Dialogue." In this Zoom call, John will share some of his secrets to writing better dialogue. After earning a creative writing MA from New York University and MFA from the University of Southern California, John taught writing at the university level for a decade before devoting himself full time to Bookfox, which has been noted by The Guardian, Los Angeles Times, Writer's Digest, Publisher's Weekly, and The Huffington Post. Currently, he lives in Orange County, California. The link to attend is <https://us02web.zoom.us/j/6762224705>

The Case for Sending Regular Newsletters

By Jeniffer Thompson

Do you send a regular newsletter to your subscribers? If not, maybe



it's time to consider it. Especially if you find writing regular blog posts to be time consuming or difficult. Perhaps a blog doesn't naturally fit your writing style? Maybe a brief check-in is more your style?

Well, sending regular newsletters is a fantastic way to keep your clients engaged and feeling connected to you with less effort and time than a regular blog post. Newsletters can also be used to supplement your blog if you're finding yourself out of ideas or short on time some months. Below, I'll make a case for sending regular newsletters, so read on!

Some Statistics on the Power of Newsletters

Because email is so widely used, and often checked multiple times a day, newsletters are likely to be seen. Maybe even more than your social posts. THIS online email marketing blog had some statistics I found pretty compelling. You may too. Read their stats below!

People aren't just using email to connect with family and friends either. **61%** of consumers prefer to be contacted by brands through email, which is good news for your business.

Even better news? **99% of email users** check their email every day,

some as much as 20 times a day! It's often the first thing people do online; 58% of users check their email before they check out social media or the news.

In other words, sending regular newsletters can serve as an easy, breezy marketing strategy.

Other Good Reasons for Sending Regular Newsletters

It benefits your fans and followers!

A newsletter is by nature a way to keep subscribers up to date on what's happening in your life and with your work. This means they don't have to wonder what you're working on, or when your next book will come out. It keeps them posted on your upcoming events, and other things they may be interested in. After all, if they're subscribing to your newsletter, they're likely your audience—meaning you have shared interests.

It benefits you!

If you're not a blog writing person, a newsletter can often be an easier way to stay in touch and engage with your audience. Because it likely takes less time to update your subscribers on the latest news in your life than writing a well researched, formatted and edited blog post. You can simply tell them, as you would a friend, about the events you may be part of or just what you've been really excited about lately.

Sending A Regular Newsletter Doesn't Have to Be Difficult

Newsletters can be short and sweet. You don't have to cover every detail of your life in the past month. You can just say hi and check in with your subscribers. You can talk about your pet. They can be used to promote upcoming events, or your latest

book release. They can be personal, informing your readers of the projects you've been working on. This is not only inspirational to your readers, but it keeps them looking forward to what's coming next. Sending regular newsletters keeps you on your subscribers minds. This in turn, also creates loyal fans, who root for your success and want to support you.

Some Examples of Newsletter Topics

- Topical news and how it relates to you and your readers
- Your latest activities and projects
- Readings, courses, conventions and festivals your audience may be interested in (this can be used as a way to collaborate with influencers!)
- Personal successes and even some struggles (things they may relate to)
- Your pets, your family, your latest weekend trip
- Books your excited about that your readers may enjoy too

Just remember to always throw in something related to your work or reference your past work as a reminder. Link your latest blog post! Or any media coverage you may have received. This will drive traffic to your website. And share your newsletter on your social channels to entice new subscribers. And share your social media links on your newsletter. Are you starting to connect the dots on how sending regular newsletters can benefit you? I hope so!

What do you think? Feeling inspired to start up a regular newsletter and see how it can grow your fanbase?!

CAPA Members Celebrating Success



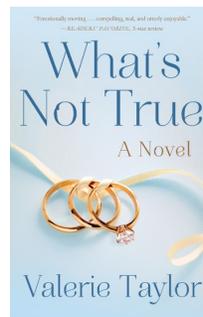
Multi-genre author & speaker **Elsa Kurt** invites CAPA members to guest on her new show, *The Writer's Tribe Talk Show*. It's a weekly podcast that airs on most podcast listening platforms (like Amazon, iTunes, Spotify, and more) as well as on her YouTube channel. Helping new and aspiring authors is a passion for Elsa & she well knows the struggles authors face when trying to promote their work. Which is exactly why she created her show. Says Elsa, "I'd struggled with finding my lane in the industry. Until I decided to create my own." This is a great opportunity for authors to

share their books & discuss all things writing, publishing and promoting related. Reach out to Elsa at authorelsakurt@gmail.com for details.

PJ Fenton said, "I just self-published a new book, *Swing 12*. You can look it up on Amazon. It's my first hardbound release."

Adele Annesi is pleased to announce that her novel *What She Takes Away*, set largely in Italy, has been acquired by Bordighera Press and is slated for publication in 2023.

In January 2022, Speak Up Talk Radio announced the winners of 2021's fourth quarter FIRE-BIRD BOOK AWARDS contest. *What's Not True*, by author **Valerie Taylor** (Shelton, CT), won first place



in four categories: Contemporary Novel, Marriage, ChickLit, and Series. This sequel to the award-winning novel, *What's Not Said*, also won second place in Romantic Comedy. Both novels in the *What's Not Series* were published by She Writes Press and are available everywhere in paperback and eBook. Here are just two links for your convenience: *What's Not True*: <https://amzn.to/3uiHCFu> and *What's Not Said*: <https://amzn.to/354izun>. The third book in the series, *What's Not Lost*, will be released in the fall 2023.

Writing Tip

"In expository prose, dump all qualifiers: rather, little, pretty, etc. In dialogue, it sounds unnatural not to use qualifiers, since everyone uses them in normal conversation." John Long

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)
February 19 Tamara Dever: Designing Your Book to Make The Sale (See Page One)
March 19: Dan Janal: How to Write Your Book In A Flash
April 16: Brian Jud: Book Marketing 101



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)
February 21 John Matthew Fox: Dialogue
March 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)
February 14: Brian Feinblum; Book Authoring Do's, Don't and Maybes
March 14: Speaker and topic to be announced

Media Tip

An innovative approach gets and holds the attention of the audience. However, many people feel uncomfortable being creative because they think it is an outlandish departure from conventional techniques. Instead, think of it as a strategy for gaining and maintaining the attention of your audience. Since the viewers or listeners are preoccupied with other activities that distort or inhibit your intended message, you can break through to them quickly by being different, but in an entertaining way.

For example, introduce unexpected or new information. Give it a new angle on what is already known. Capture the imaginations of the people in the audience with a twist on what they anticipate, and you will have them in the palm of your hand.

(Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America* and *CBS This Morning*)

Grass Roots Campaign Continued from Page 4

people that you can contact directly (with an initial introduction supplied by them), and to write a review for you on Amazon or other book sites.

None of this is brain surgery but if you know 10 people—and I suspect you know plenty more—you just need to work the crowd to support you. This initial investment of time, money, energy or some other currency is what will get your book campaign jump-started.

Of course in addition to this you still need to explore a publicity campaign, speaking appearances, bulk sales from organizations, library sales, and dozens of other marketplaces to get your book sold.

You have to look at people and see them as a step on a ladder that connects you to the next step until you climb to the top. There's nothing wrong with asking lovers, parents, siblings, or kids to work the people they know. No time to be shy or conservative.

Start today. Make a list of who you know and of who they might know. It's a numbers game. Reach enough people, enough times, with enough of an offer or incentive and you will sell books.



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