



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 29 Issue 3 <https://ctauthorsandpublishers.com> March 2022

## CAPA Central Virtual Topic on March 19 -- Write Your Book in a Flash, By Dan Janal 10:30—11:30 am

Many would-be authors are scared away by myths and misconceptions about writing a book. In this session, you'll discover how to overcome seven stumbling blocks that could be holding you back from writing your book. And you'll find three keys to write your book in a flash!

Dan Janal helps heart-centered professionals and conscious-capitalism business owners write books they can be proud of. He's an intuitive and insightful book

coach, developmental editor and ghost-writer. He shapes stories and strategies that can transform a career or a business.

No matter where you are in the book-writing process, Dan can help. Dan has written more than a dozen books



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## Meet the March Member of the Month— Corey Toomey

By Patti Brooks

Corey Toomey of South Windsor is anticipating the release of his first novel, *Heather's Mannequin* on April 22<sup>nd</sup> of this year.

It's unique to know this ... yet unpublished ... novel has a history.

Corey wrote a 54,000 word version of *Heather's Mannequin* in 2020. With high expectations, he sent it off to Amazon for publishing. That's when he learned that publishing a book is a much more detailed process than simply writing. Corey had no idea of the importance of a USBN number, or editing, proof reading or a good cover. (Corey had done the cover for the first version himself.)

He then sent the *Heather's Mannequin* we'll see next month off to novel finishing school. He describes this novel as a character study combining the characteristics of both new adult fiction and classic literature. The protagonist is a woman amputee with a prosthetic limb. It was important to Corey to get across, without preaching, that handicaps do not define who you are.



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## Contributors

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Corey Toomey

## February 2022 SWCAPA Report

By Joe Keeney

Fourteen members attended the SWCAPA meeting held on February 14<sup>th</sup>. Brian Jud sponsored and moderated the Zoom meeting.

Author Brien Feinblum showed how to build a brand and get sales, without breaking the bank. He is a 30-year publicity pro sharing invaluable insights, proven strategies that can help all authors sell more books.

Brian has generated three-million page views on his award-winning blog:

[www.bokmarketingbuzzblog.com](http://www.bokmarketingbuzzblog.com).

He has spoken and presented at writer's conferences such as Book Expo America and published several times in The Writer Magazine.

## SWCAPA Speaker: March 14, 6:30 pm

*Is Women's Fiction Really A Thing?* Author Valerie Taylor shares the answer, and what it means and how it will enable both men and women to write more insightfully. Valerie begins by tracing the evolution of women's fiction from the Victorian era, to the early and the late 1900s, and eventually to today. She challenges men and women alike to answer the question, is women's fiction really a thing.

Valerie Taylor in the middle of the pandemic, published two novels characterized as women's fiction: *What's Not Said* (September 2020) and *What's Not True* (August 2021). This series has already been recognized in the U.S. and internationally. Both novels have won the Firebird

Book Awards in romantic Comedy, Contemporary Novel, Marriage, Chick Lit, and Series categories. *What's Not Said* is a finalist in several other awards, including the 2020 Canadian Book Clubs Awards in Fiction. The third and last book in the *What's Not* series will publish in 2023. Valerie is a book reviewer with BookTrib.com and you can follow her on Facebook.com/[valerietaylorauthor](https://www.facebook.com/valerietaylorauthor). The link to attend is <https://us02web.zoom.us/j/6762224705>

## Writing Tip

*Give characters a valid grievance. A character without a purpose is a story without a cause.*

John Long

## Article Submission

*The Authority* welcomes articles written by members. Here are our guidelines.

**Topics may cover any aspect of writing, publishing and marketing.** Your personal slant on this is of interest to all of us and welcome.

Articles should be no longer than 400 words. If the article is longer, the editors reserve the right to reduce the size or divide it into sections that would be run in successive issues.

All articles will be edited. Submit single spaced with no built-in formatting. Submit articles to Brian Jud at [brianjud@comcast.net](mailto:brianjud@comcast.net).

Send submissions for the **Meet-A-Member** column to Joe Keeney at [jkeeney9267@spamarrest.com](mailto:jkeeney9267@spamarrest.com) or Barbara Meredith [dbmeredith@charter.net](mailto:dbmeredith@charter.net)

**ARTICLES ARE DUE BY THE 28TH OF THE MONTH**

## CAPA Board of Directors

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## Meet A Member

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Corey was born deaf and went the route of hearing aids and implants. He learned the American Sign Language at fifteen years old. He came to terms with his loss with the help of his high school years at the American School for the Deaf in West Hartford.

Today, Corey enjoys walking and hiking with his Golden Retriever, Bailey. And he is not a one-book writer. He is working on a sequel to *Heather's Mannequin* as well as a book of forty-fifty poem tentatively called *Farewell to Giants*. Corey's mantra for everything he writes is that writers can't treat reader as an idiots.

He has also launched Athena's Dream Publishing, LLC, a business to help otherwriters deal with editing, proof reading, etc. on the road to publication.

Although Corey is thoroughly involved in the writing life, he often states: "I didn't chase the writing life. The writing life chased me."

## March 19 Speaker

### Continued from Page 1

that have been translated into six languages. As an award-winning newspaper reporter, he's interviewed President Gerald Ford and First Lady Barbara Bush. He lives with his wife and two cats in Shorewood, Minnesota. You can find free resources at Write Your Book in a Flash.com.

## Artisanal Prose

### "Scenes by Scene: The Building Blocks of Fiction"

By Adele Annesi

Scenes are the building blocks of fiction, but what makes a scene strong, fully realized and effective, and why do some scenes fall short? Let's take that second question first.



A scene can fall flat for more than one reason. Here are three common pitfalls:

- **Lack of clarity:** Anytime there's unintentional ambiguity in any aspect of a scene, such as timeframe, setting, who's in the scene or why they're there, we have a problem, usually more than one.
- **Lack of continuity:** In this case, we can go to the 16th century metaphysical poet John Donne, with variations on a theme. No scene is an island entire of itself. Every scene is a piece of the story, a part of the whole. If a scene can be removed without consequence, it ought not to be there. The point is that even if a story opens with a scene, what has come before that scene is the writer's concept of the story. While a scene ought to be able to stand to some degree on its own, it also ought to have some connection with what came before and what will come afterward.
- **Lack of complexity:** There's nothing more than meets the eye or ear. In other words, there's nothing further to the scene than what's visible on the surface.

So what makes a scene strong, fully realized and effective? In one sense, it's the reverse of what was noted above:

- **Clarity in all aspects, especially in prose and purpose:** Most especially, the writer must be clear on why the scene exists and what's required to achieve the purpose.
- **Continuity and connection with all that has come before and comes after, and with the story itself:** This isn't always clear to the writer in the first draft. We often write precisely to learn what we're writing about, what we want to say about it and how to say it.
- **Complexity in a scene doesn't mean the scene is hard to understand.** On the contrary, a complex scene simply means the scene is layered, textured, nuanced and meaningful.

### Types of Scenes

In reality, most scenes are an amalgam of several, if not all, of these elements, but there is usually one driving, foundational purpose for a scene in the context of the moment in which it appears, and in the context of what just happened and what will happen next. Here are some common scene types and their reason(s) for being.

**Backstory:** Adds or introduces an element of the past germane to the present and/or future

**Characterization:** Reveal who the character(s) are

**Complication or Conflict:** Shows situation or detail that complicates the plot or adds tension

**Description:** Provides a picture of a key story element for the reader

**Dialogue:** Spoken or unspoken words or thoughts that reveal

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## How Do Authors Handle Failure?

By Brian Feinblum



Should you publish another book when the last one failed?

First, define what is failure — and success — for your book. How you define these terms determines how you see things. How you see things can impact book sales — and your life.

Next, probe why you are writing books. Are you:

- \*Seeking fame?
- \*Hoping to get rich?
- \*Trying to change society?
- \*Looking to build a brand of other products and services?
- \*Hoping to inform, inspire, enlighten or entertain another human being?

Knowing your why — and your goals — will help you measure whether your book succeeded.

Next, evaluate why your last book went nowhere, if it did not do well. Was it because:

\*You didn't seek out book reviews?

\*It ignored when you did?

\*The reviewers shredded you apart?

\*You lacked the necessary time to promote it?

\*You failed to properly invest in a publicity professional?

\*You weren't very active on social media?

\*Your social media strategy was not very good?

\*You failed to really execute what was a good social media plan?

\*You didn't get a lot of good testimonials?

\*You lacked basic things, like a website or blog?

\*You didn't do all that could be done in other areas, such as advertising, speaking, traditional media, networking, direct marketing etc.?

Let's look at the practice of your craft. Do you:

- \*like to write?
- \*write very good books?
- \*believe your words can impact others?
- \*feel you can produce a good book that adds to the shelves of what already exists?
- \*find the competition to be too big or tough to crack?

Basically, if you had to it all over, what would you change to ensure

success? Better book? Better marketing? More resources poured in?

Were there circumstances beyond your control that hurt your book's ability to succeed? Did covid shut down opportunities? Did you get sick or get hurt, impacting your abilities to promote? Did you overestimate what you would do? Did the marketplace change or did you guess wrong about what the market for your book would be?

Perhaps those who promised to do something didn't do it. Letdowns are all around us. We even let ourselves down. We all fall prey to lies, delays, and unforeseen obstacles.

Unpack what went wrong, where, and why. Evaluate what could be changed the next time. Don't be quick to give up as a writer, but don't ignore any real signs that there is something fundamentally wrong.

Please Contact Me For Help

Brian Feinblum, the founder of this award-winning blog, can be reached at [bri-anfeinblum@gmail.com](mailto:bri-anfeinblum@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.

### 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.’ ”

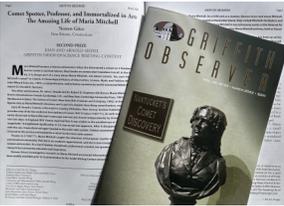
John Long

## CAPA Members Celebrating Success

Mark L. Dressler said, "My 4th book was published on Feb 12. *Dead Wrong* is the 3rd mystery in my Dan Shields series. (Hartford's detective who breaks all the rules.) Available from Amazon in Kindle and paperback.



Noreen Grice said, "Last year I won second place in the Joan and Arnold Seidel writing contest and my article ("Comet Spotter, Professor, and Immortalized in Art: The Amazing Life of Maria Mitchell") has now been published in the March 2022 issue of the Griffith Observer!"



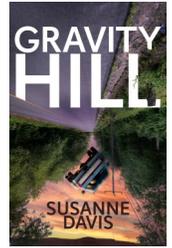
This past November, Peter Marzano, author of *Litany of Sorrows*, was invited to speak at Monsignor Farrell High School in Staten Island where he graduated in 1968. He made an hour-long presentation titled "On Writing and Thinking" to an Advanced Placement English class of 33 seniors. The presentation took place in the school's "Writing Studio." Also attending the presentation was the school's President, the English Department Chair and 5 teachers. In addition to making the presentation, Marzano donated forty copies of his book to the students. He also donated his collection of quarterly school newspapers called "The Lion," all published between 1964 and 1968. The school acknowledged his contributions with a gift of a sweatshirt with the school's logo.



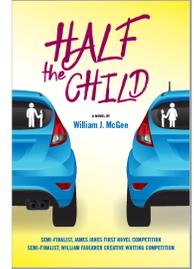
Monsignor Farrell is a New York Archdiocesan school with 1,200 male students; a competitive academic exam is required for entrance. The school recently made national news by opening a new lab classroom with thirty Bloomberg terminals, the first of its kind in Staten Island.

Marzano, who lettered as a quarterback on Farrell's football team, will release his next book in June, a sequel to his first, entitled "His Search." For further information about his first book, "Litany of Sorrows," go to [www.litanyofsorrows.com](http://www.litanyofsorrows.com). To schedule Marzano to speak at a book club, contact him by writing to [pjmarzano63@gmail.com](mailto:pjmarzano63@gmail.com).

Susanne Davis said, "I have a bit of news to share. My novel *Gravity Hill* is forthcoming September 2022 from Madville Publishing. The book was runner up for the Blue Moon Literary Competition. I'm including an image of the cover here and the sell sheet, though I'm not sure you need/have room for it in the newsletter."



*Half The Child*, a novel by William J. McGee, is now available in audio (as well as print and Kindle). The author worked closely with voice actor Kieran Larkin during the taping of the novel about a father fighting to find his young son after a custodial abduction. The fictional narrator (like both Larkin and McGee) is a native of Queens, New York, as well as an air traffic controller at LaGuardia Airport. McGee spent time with Larkin reviewing the cadences used by controllers, and added: "Kieran also has a great Queens accent." All three editions are available on Amazon and elsewhere; more details at the website: [www.HalfTheChild.com](http://www.HalfTheChild.com).



## Artisanal Prose Continued from page three

- or obscure characters and propel plot
- Foreshadowing: Suggests something that will happen in the story
- Narrative/Summary: Encapsulates some aspect of the story
- Plot or Subplot: Presents an event that gives the story structure or support its structure
- Setting: Provides information on the era, location, society, or culture
- Transition: Provides movement from one place, literal and/or metaphoric, in the story

Every scene should function as a self-contained entity and as a building block of the overall story. Each scene should also perform more than one function yet have an undergirding purpose that supports the story. To discover why a scene matters, read and reread the scene, and ask yourself what the scene does in and for that moment and for the overall story. Discovering and/or understanding each scene's importance will aid in the revision process and enable you to sufficiently develop each scene and avoid one of the most common pitfalls of writing: underdevelopment.

Happy writing!

## Five Tips to Help Make it a Good Podcast

By Jeniffer Thompson

If you read our last blog covering some things to consider BEFORE deciding to host a podcast,



this is your next step. You've probably mapped out your podcast style, your time commitment, etc. So now you have those down! But what about actually starting a podcast? We have five tips to help you make it a good one.

### 1-Starting a Podcast Doesn't Require Perfection

Remember, starting a podcast is meant to be fun, first and foremost! You can always upgrade equipment later. And the more you record, the more you'll get it dialed in. It's kind of trial and error sometimes, and that's totally okay!

You can get started on your podcast today with just a phone![B]

Just talk into a recording app or even record calls (aka, your interviews or the conversations between you and cohosts, etc.). You can use apps like:

ACR Call Recorder for Android  
TapeACall for iPhone

There may be hiccups and some anxiety, but that's what editing is for! More on that below.

This is the time to start saving up some of these podcasts you record, to think about your social media marketing, and getting the word out beforehand so you'll be established when your launch day comes.

### 2-Technical Things and Some Suggestions

If you are going to start a podcast with just a phone, having a lavalier microphone can really improve your sound quality. These are those small mics that are used for television and public speaking that operate hands-free. They usually clip on to shirt collars and lapels. You've seen them! They can be purchased for anywhere from \$20-\$200.

The next level up:

Using a USB Mic along with your computer and headphones is going to upgrade your audio game quite a bit. The downside is this setup is only useful for one person (single audio) or remote interview podcasts.

Here's a USB microphone with headphone set up we recommend.

The Pro-Level stuff:

Using an XLR Mic with Audio Interface along with a computer, or audio recorder and headphones is going to give you the best audio quality (but also requires some time to learn the equipment and is going to cost you a bit more money). This is a whole new level of commitment!

Some great mics Chad recommends:

Sure SM7b  
Rode PodMic  
EV RE20  
Rode Procaster  
Audio Interfaces for using more than one mic

Zoom P4 (4 XLR ins and 4 headphone outs)  
Zoom L8 (6XLR ins and 4 headphone outs)  
Rode Rodecaster Pro (4XLR ins and 4 headphone outs)  
Here are some Recording & Editing solutions we recommend. Bonus! Most of these are free or cheap.

Anchor is a podcasting platform that's free, easy and has everything you might need.

Garage Band is a mixing and editing tool that's also free (Mac or iOS only)!

Audacity is another option for recording and editing that's easy to use if you're one of the more technically challenged among us.

Reaper also does it all! You can record and edit via Reaper. It does cost \$60, but we think that's a pretty good deal.

Adobe Audition, Pro Tools, Luna, Logic Pro, Ableton. These are all more expensive and complex programs and most likely overkill.

### 3-Finding A Host for Your Audio

Besides finding the tools, equipment, and software to record and edit your podcast that help make it sound polished, you'll also need to find a site to host your podcast. There are a lot of podcast hosting platforms out there, and many are free or very affordable, so it will pay to do a bit of looking around. You're sure to find one that's right for you based on your needs and budget.

We have a few recommendations to start!

Anchor.fm or Red Circle— These are free with no limitations, but there will be ads (much like on WordPress's free blogs).

Libsyn has plans starting as low as \$5 a month if you're on a tight budget.

Buzzsprout is a user-friendly platform with useful tools that you can start for free.

Simplecast offers everything that Buzzsprout does but is slightly more expensive with plans starting at \$15 a month.

Podbean is also free but limits on uploads and episodes.

*Continued on page 7*

## Podcasting Tips Continued from Page 6

Transistor is a big platform and their plans are reasonably priced to start, with a ton of features and not many limits.

Castos and Bluberry both of which integrate with WordPress using plugins.

### 4-Getting Your Podcast Out There

You want to be wherever your audience is, and this means being available everywhere at all times. That requires submitting to any listening service you can think of. In some cases the host will submit on your behalf, but you may have to submit your RSS feed manually. There's several podcast distribution platforms, but here are the main ones. Here's a little guide to get you started on submitting your podcasts. <https://castos.com/podcast-directories/>

Spotify  
Tune in  
IHeart radio  
Google Podcasts

### 5-THE LAUNCH!

Yay for you for starting a podcast! Once you've recorded, found a hosting platform and submitted to your distribution channels, you're officially ready to launch! We have some tips for you on creating a successful launch.

Have several podcasts ready on launch day. Have enough to allow your audience to binge listen. 8-10 is a good number.

Create a trailer. You will automatically have 8 weeks in the Apple "New and Noteworthy" section, so make good use of it! Share on social, tell your friends. If you already have a blog or newsletter with subscribers, let everyone know!

Get social – hopefully by this time you've been active on social media and determined a few platforms where your audience resides. You can

also try podcast specific sites like Podyessy, Goodpods, or Podchaser. Some Things you should know for your marketing efforts

You'll want your previews, logos and other marketing materials to fit formats and look polished and professional on your hosting site and for your social media shares.

Artwork should be square and at least 1400px x 1400px max 3000px x 3000px

Any and all text should be able to be read easily because it will appear small

Use the tools at your disposal so your artwork looks professional and how you want it to appear on podcast apps. Podcast Artwork Check is one of those fantastic tools!

Does this seem like a lot to take in? Well, just go through one section at a time and do your homework. Remember it takes time and there will be some hiccups, but you'll become more savvy during the process. Starting a podcast may seem daunting, but with these tips and a little effort we also think you'll have a lot of fun!

## 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](mailto:BrianJud@bookapss.org))

March 19: Dan Janal: How to Write Your Book In A Flash (See Page One)

April 16: Brian Jud: Book Marketing 101

May 21: Editing Panel: Roberta Buland and Eileen Albrizio



### CAPA SOUTHEAST (Groton)

(All meetings run from 6:30 —7:30 pm. Watch them and ask questions of the speakers. For more info contact Patti Brooks, [patti@pattibrooksbooks.com](mailto:patti@pattibrooksbooks.com))

March 21: Speaker and topic to be announced

April 18: Speaker and topic to be announced



### CAPA SOUTHWEST (Shelton)

(All meetings run from 6:30 —7:30 pm. Watch them live and ask questions of the speakers. For more info contact Joe Keeney, [jkeeney9267@spamarrest.com](mailto:jkeeney9267@spamarrest.com))

March 14: Valerie Taylor: *Is Women's Fiction Really A Thing?* (See page two for details)

April 11: Speaker and topic to be announced

**Media Tip**

Per Suzi Reynolds, professional media trainer: The perception of an ulterior motive makes you suspect in the viewers' minds. Combat that by using real-life illustrations. You can be more effective if your examples are personal, describing what you went through and expressing the feelings you experienced. Make the audience empathize with you. Show them how you survived (or conquered, implemented, discovered or proved) something and, by following your advice, how they can, too.

- ◆ Proper grammar and a good vocabulary will make you appear more credible, too. Learn how to use English properly, and practice using different words to express yourself.
- ◆ Don't allow non-words (such as "um, uh") to creep into your speech. Frequent use of "OK" and the words "you know" may also alienate the listener.
- ◆ Guests can diminish their credibility before a mature audience by using expressions that are "hip" or "cool" in everyday speech, but rarely used in the business world. They also detract from communication effectiveness because the audience is focused on the idiom, not the essence of the message. Hence, the words "like" and "awesome" suggest you may not be the authority you say you are.

**Marketing Tip**

Once you have revised your marketing plans for 2022, rephrase your new goal as a question: "In how many ways can we reach net revenue of \$X00,000?" As you place more attention on increasing revenue instead of selling books, you extend your focus to think of multiple ways to make more money. This could be by selling your content in a book, booklet, ebook or another format.

If you change the operative word from "reach" to "expand" or "grow" you could expand your product line, pool of authors, other markets, new users or new uses for your content. You could grow revenue through corporate sales, selling to associations, generating recurring revenue, consulting and/or speaking.



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