



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 29 Issue 4 <https://ctauthorsandpublishers.com> April 2022

## CAPA Central Virtual Topic on April 16 -- Book Marketing 101, By Brian Jud 10:30—11:30 am

Last year Bowker assigned over 1.5 million ISBNs for new books. How many can you name? There are too many “good enough” books published by unknown authors every year for one to stand out and become a bona fide hit -- without adequate marketing. In this session, you will learn more ways to make your book stand above the crowd so people take notice and buy it - one at a time or thousands at a time.

You will also learn some things that most authors have never heard of, such as Wizard of Oz, kaleidoscope and chameleon marketing.



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## Meet the April Member of the Month— David Henri

By Linnea Dayton

April is National Poetry Month. So it seems especially appropriate that the member profiled this month is a poet. David Henri joined the Connecticut Authors and Publishers Association in 2021 as part of a plan for the future: to retire soon and have more time for writing poetry.

Dave and his wife, Barbara, live in New Hartford, where they established Ridgetop Publishing LLC. They have so far published two volumes of his poetry, *Poems from the Biosphere* (in 2018) and *Joyful This Soul of Sky* (in 2020), with a third, *Sunlight to the Rescue*, to be published this month.

The Henris live in a near-net-zero

house, with a solar power system that delivers electricity for lighting, a mini-split heat pump system, and an electric car. A wood-burning fireplace also provides heating for the house, fueled with wood grown on site.

Dave grew up in Connecticut, and the roots of his writing career go



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## Contributors

Adele Anessi  
Richard Benton  
Patti Brooks  
Linnea Dayton  
Brian Feinblum  
David Henri  
Barbara Henri  
Dan Janal  
Brian Jud  
Joe Keeney  
John Long  
Kim Pita  
Jeniffer Thompson  
Corey Toomey  
Dan Uitti

## March 2022 SWCAPA Report

By Joe Keeney

Members attended the SWCAPA meeting held on March 14<sup>th</sup>. Brian Jud sponsored and moderated the Zoom meeting.



Author Valerie Taylor showed how understanding Women's Fiction is a Thing—enables both men and women to write more insightfully. She begins to make it clear by tracing the evolution of women's fiction from the Victorian era to today.

She has published two novels, *What's Not Said* and *What's Not True*. Both books won U.S. and

international awards from firebird Book Awards, Contemporary Novel, Marriage, Chic Lit, and Series categories., Valerie is also book reviewer with BookTrib.com. You can follow her on facebook.com/valerietaylorauthor.

### SWCAPA Speaker: April 11, 6:30 pm

**How to Write a Memoir that Affects Readers Emotionally?** By Kim Pita



The author shares how mindfulness can not only make you a creative and productive writer but help you push through writer's block. Of the many reviews Kim received on Amazon, this one stands out: "I received this book

on Friday with plans to read a chapter every night. Saturday morning, I planted myself on my deck and began reading. It was early evening when I finished; I couldn't put the book down."

**Kim Pita** turned her book, *Split Endz: A Tale of 2 Crazy Sisters* into a wellness business honoring her sister who died of a drug overdose in 2011.

Kim's writing journey led her to become a serial entrepreneur, book marketer, publisher, and speaker; mental health advocate; and board chair of Mental Health Connecticut.

She can be contacted at <https://pitapeace.com>. The link to attend this webinar is <https://us02web.zoom.us/j/6762224705>

### 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

#### CAPA Officers' & Board Members' Contact Information

<b>Founder</b>	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
Co-Founder (CAPA)	Jerry Labriola	<a href="mailto:Labriola00@aol.com">Labriola00@aol.com</a>
President	Robyn-Jay Bage	<a href="mailto:rjbage@comcast.net">rjbage@comcast.net</a>
Vice President	Elsa Kurt	<a href="mailto:authorelsakurt@gmail.com">authorelsakurt@gmail.com</a>
Treasurer	Position Open	
Secretary	Elsa Kurt	<a href="mailto:authorelsakurt@gmail.com">authorelsakurt@gmail.com</a>
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Newsletter Director	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
Meet-A-Member Articles	Joe Keeney	<a href="mailto:jkeeney9267@spamarrest.com">jkeeney9267@spamarrest.com</a>
Meet-A-Member Articles	Patti Brooks	<a href="mailto:patti@pattibrooksbooks.com">patti@pattibrooksbooks.com</a>
Meet-A-Member Articles	Linnea Dayton	<a href="mailto:linneadayt@aol.com">linneadayt@aol.com</a>
SECAPA Co-Director	Patti Brooks	<a href="mailto:patti@pattibrooksbooks.com">patti@pattibrooksbooks.com</a>
SWCAPA Director	Joe Keeney	<a href="mailto:jkeeney9267@spamarrest.com">jkeeney9267@spamarrest.com</a>
Program Director	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
Membership Director	Mike Kilday	<a href="mailto:prophecyplanet@aol.com">prophecyplanet@aol.com</a>
Website Director	Robyn-Jay Bage	<a href="mailto:rjbage@comcast.net">rjbage@comcast.net</a>
Special Activities Director	Deborah Kilday	<a href="mailto:kildaykrafts@aol.com">kildaykrafts@aol.com</a>
Publicity Director	Liz Delton	<a href="mailto:liz@lizdelton.com">liz@lizdelton.com</a>
Networking Director	Position Open	
Past-President, Advisor	Roberta J. Buland	<a href="mailto:rjbuland@comcast.net">rjbuland@comcast.net</a>
Past President, Webcasting	Steve Reilly	<a href="mailto:sriles40@aol.com">sriles40@aol.com</a>

Editor—Brian Jud, Meet-a-Member Column—Barbara Meredith and Joe Keeney,  
Copy Editor—Deborah Kilday, Staff Photographer—Deborah Kilday,

## Meet A Member

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back to an English class at Rockville High School. When his English teacher included a poetry unit in her plan for the semester, she finished the course with an assignment to write a poem. Dave turned in “I Wish I Could Tell You,” a poem in free verse about teenage angst and the potential role of nature in dealing with it. His paper was returned with an A+ at the top.

After graduating from high school, Dave went to work repairing looms in two woolen mills; one produced billiard cloth and the other made camelhair material for men’s suiting. Years later, he became a solar technician, and for the last 10 years he has worked for CTEC Solar, a firm that originally designed and installed residential rooftop solar power systems, and has expanded to include commercial solar power installations. Dave does service on these systems as well as the site analysis that goes into system design.

It was about 2017 when Dave came across three of his 1970s high school notebooks, one with his “I Wish I Could Tell You” in it. He had written a few poems since that one, but encountering “I Wish” was the point at which his poetry career started in earnest. Dave sometimes gets an idea for a poem during the work day, jots it down and then develops it later. The ideas may come two or three a week, but other times three or four weeks go by between poetic inspirations.

Dave, who has always worked in technical fields, doesn’t read other poets “beyond some Walt Whit-

man,” he says. When he was invited to read his poetry at the International Beat Poetry Festival in New Hartford in 2019, it was the first time he had read in public. “I’m not a beat poet,” he says, “but I crashed their party and they let me in.” He has since read two more times at the annual Festival.

Dave’s eco-transcendental poetry can be found on his blog, David Henri Eco Poetry. <http://davidhenriblog.wordpress.com/>



David Henri at the entrance to “the gallery” Photo By Barbara Henri

## April 16 Speaker

### Continued from Page 1

What is The Platinum Rule of book marketing? What is the proven formula for selling more books? How is book marketing as simple as PIE? After this session you will know all the answers and be able to sell more books more profitably. Brian has sold millions of his books and those of others. Let him show you how to do the same for yours.

The link to participate in this webinar is <https://bit.ly/3uaGk1z>

## Writing Tip

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

John Long

## Artisanal Prose

### “Scenes by Scene: The Building Blocks of Fiction”

By Adele Annesi

**Artisanal Prose**  
“When and How to Use Backstory Effectively”



When novelists plan and write a first draft, they often come up against that bane and blessing of the writer's existence—backstory. Oftentimes, the problem isn't so much literal backstory, as in past events, but backstory in the sense of material that qualifies more as supporting the story rather than being part of the story itself.

So, what is backstory? Simply put, it's any aspect of the story that's not part of what's happening now. A more useful description is key elements of the past germane to the present and future. Even with a strong working definition of this staple craft element, it can be hard to tell where and how to use backstory effectively.

For experienced and emerging writers alike, background material isn't always a matter of throat-clearing. The section of prose in question can be clear and flowing, the characters nicely depicted. The telling aspect of misplaced backstory is when the section has no movement. It's like the difference between a painting and a film. Both may be captivating, but movement in a painting is a trick of the light and the artist's hand. In film, it's actual motion.

As a guideline to the use of backstory, what the story is about doesn't have to be shown in its entirety in the first paragraph or page, but the gist should be there. What follows should lead the reader into and

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## Are You A Book Marketer Or Writer?

By Brian Feinblum



Many are either a writer or marketer at heart, but all writers need to be both. What does one do when they just want to pursue their passion — and ignore the other?

Writers, to be successful as published authors, will need to market their works if they hope to generate sales or use their book as a branding tool to promote a service or agenda. They can't get a message out unless they make the effort to be heard. How will they accomplish this feat — especially with limited funds, time, skillset, or desire?

They won't.

Unless they do.

There is little wiggle room for today's writer. They must be involved in their marketing, in some capacity, if they are to have a chance at succeeding. So this means they need to make some realistic conclusions and tough choices.

### Their options are:

\*Do nothing and get the same in return.

\*Hire pros to do everything.

\*Learn what needs to be done and then do it themselves.

\*Hybrid model — authors will do some things and the rest gets outsourced.

Even if you are not self-published, do not be fooled into thinking or blindly hoping that your publisher is doing all that it can to help you. In fact, assume it is not. Smaller presses have smaller staffs, budgets, and resources to help you. Further, they may not know all that could be done.

Larger publishers, even your Big 5, often surprise their authors over how little they do to promote their books. Publishers, even if they are decent at selling foreign rights or distribution to stores, they don't always promote and advertise as well or for as long as they should. They constantly move on to the next batch of new books, rarely investing much in any one title but those on their very short list of A titles that have big m-name authors that were given big advances.

Lastly, all publishers that actually do something for their authors will take action to sell books. Nothing wrong with that, except they are not investing in an author's branding. In other words, if their sales reps can call a library and convince it to buy two copies of your book, good. However, will that same publisher spend much time helping you on social media or to be interviewed by the news media? Not so much. Authors need that help.

Writers, make your choice, but not choosing is not an option. Confront this head on and you will feel relieved afterward. Whatever you decide, embrace it, and just accept your choice. Sure, you can always change course at any time, and many will, but allow yourself to feel settled.

Build on a foundation or plan of action, rather than constantly feeling guilty for not doing something, regretful for not giving it your all, or fearful of trying something new.

But start with the premise or underlying understanding that you are a writer and thus, responsible for your marketing. Once you accept this, everything else should fall into place.

## How to Get Attention

Before you can get people to hear what you have to say you have to get their attention in a positive way. Here are ten ways to get the attention of target readers with your promotional material.

1. News. Relate your presentation to a recent, important event
2. Primary Benefit. Present the outstanding benefit of your content to each different audience
3. Reward. Quickly show how your recommendation can help them reach their objectives
4. Emotion. An emotional story or quote from a well-known person in your field
5. Prop. Show your book with your prospect's logo on the cover
6. Gimmick. A humorous, unexpected way to get attention
7. Challenge. An easy-to-solve test
8. Question. Ask an open-ended question to stimulate engagement
9. Curiosity. Get attention with a different twist on your proposal
10. Directive. Get people to stop and think with a direct, concise call for action

## CAPA Members Celebrating Success

Former CAPA Membership Director Richard Benton has a new book available: *Conflicts, Inside Caring 6*. The Conflicts theme that started with *Conflicts, Inside the Human Factor* and continues as *Conflicts, Inside Caring* now includes Volume 6, twenty-four exciting original stories about life, troubles and other situations that cause conflict and how they resolve. They are meant to take the reader away for a few minutes from job, chore or everyday boredom. <https://www.amazon.com/dp/B09WC1HLX5/> (Paperback and Kindle)

Per Corey Toomey: "April marks the end of a long, two-year odyssey to (properly) publish my debut, Heather's Mannequin. I rushed it to market back in January 2020 and didn't have a clue what I was doing. My understanding of writing, designing, and selling books was still in its infancy. I brought my manuscript to an editor a year ago, and she directed my attention to areas that needed improvement. I invested in the services of a professional cover designer. I also had CAPA's own Liz Delton take up the formatting. This process took time but it was well worth it. For all intents and purposes, self-publishing is a team effort. I'm glad I had this experience, however painful it was. Now I can call myself a published author (again)!"

## Artisanal Prose Continued from page three

through the story like a trail of bread crumbs. This is especially true for writers whose stories are largely chronological or linear. Using backstory in bits and pieces rather than in large chunks engages readers sooner and to a greater degree because they're not tasked with trying to figure out how the past relates to now.

To understand how to use backstory effectively, consider three caveats:

- Don't it right at the beginning.
- Don't use the wrong medium for the message.
- Don't overdo.

Backstory generally doesn't work at the beginning of a story because it causes delay. It's like a conductor who announces a delay in the arrival of a commuter train then starts explaining that the delay is due to flooding

on the tracks. Yes, you'll want to know why there's flooding and where, especially if it impacts more than your train ride. But your first thought is when you'll get home.

A common misuse of backstory is the wrong medium for the message. Common options are flashbacks, a current scene and dialogue. But how can you tell which is best? The answer depends how much information you want to convey and how important it is. Generally, it's best to convey only relevant information upfront and only as much as the story needs in that moment to propel the reader. As a note, backstory is often more interesting to writers than readers. Writers want to know they've covered all the bases and filled any gaps; they want to be sure they have solid reasons for why future events happen. In essence, for writers, backstory builds confidence. Readers often feel it bogs them down.

To decide which medium is best, consider where you are in the storyline and which character the information most relates to. Do you need to slow the pace? Is your character introspective? A flashback could work in these instances. Do you want to build suspense? Is your character more of a doer than a thinker? In these situations, a snatch of dialogue or partial scene could work. The analogy is of an ellipsis, which conveys words spoken but not recorded. In the same way, pare what you put in your medium to the essentials.

Last, avoid revealing too much background information too soon. Instead, parcel out bits and pieces as you go to advance plot and develop characters, keeping in mind that backstory can be as subtle as a scar on a woman's hand to a scene between a father and his dying daughter.

- So, how do writers make the most of backstory:
- Put backstory in the right place at the right time in the right amount of detail.
  - Select backstory's container as you would a gift box, as the one that best fits the gift.
  - Use only information that's essential at that point in the story.

### Applying the Principles

Select a story, and trace its start to where your pulse quickens. Ask yourself how much of what occurs before that point really needs to be there. Consider how to condense and encapsulate the material into one chapter or even a scene.

Happy writing!

## Promoting Yourself by Promoting Others

By Jeniffer Thompson

It may seem counter-intuitive, but promoting yourself effectively can



mean NOT promoting yourself at all. Wait, what?! Yes. Promoting your influencers and competitors is a great author marketing strategy. When we think of our competition, we often think of our competitors as the enemy. But that's not the case. Not convinced? Read on and see how you can promote yourself by promoting others.

### Examples of How Promoting Yourself by Promoting Others is a Highly Effective Strategy

One of the most well-known and successful examples of how promoting others actually promotes yourself and helps create a strong personal brand is, of course, Oprah Winfrey.

#### **Oprah promotes her brand entirely by promoting other people. Promoting others IS her brand!**

This tactic is so successful in fact, that it's its own genre of personal brand. Proof is in seeing celebrities like Gwyneth Paltrow and Reese Witherspoon creating personal brands that all focus on promoting others, whether it's authors, products, or businesses!

#### **Ways YOU Can Apply This Strategy**

You may have noticed many of your favorite authors sharing their

favorite book lists. There's even whole articles dedicated to our favorite author's favorites. You've probably seen them share and promote others on their social media too.

#### **And You Can Do the Same!**

- Make a favorite book list and share it
- Review books on Goodreads
- Tell your audience what you're currently reading
- Retweet or share your influencer's blogs and other posts
- Share posts of your followers and encourage them

Platforms like GoodReads exist for the sole purpose of sharing and recommending favorite books. And some of your favorite authors are doing just that!

A great example of success via Goodreads is Roxane Gay. She writes reviews like you wouldn't believe, and has been since 2008! And she's recently become a more well-known and prolific writer.

I can't help but think her dedication to promoting others and building her following on Goodreads and other social platforms played a big part in her success. This is one of the reasons I highly recommend authors create a [Goodreads account](#), and be active on it!

#### **Remember, Your Competition is NOT the Enemy**

It's been proven time and time again that competition is actually helpful, especially for brick and mortar businesses. Proximity to other businesses on the same block is good for business. Even if they're both bars or restaurants,

for example. That bar next door isn't your enemy. Maybe they cater to a totally different clientele? Or maybe they're the inspiration you need to improve your own business?

Either way, your target audience or customer will end up in close proximity—which means exposure for you. Whether it's a neighborhood block filled with restaurants and bars, or Goodreads and other social platforms, your audience will be there, so you'll want to be there too.

#### **A quick note!**

A crucial step in building a personal brand is finding your audience via your influencers. And this is exactly what that means. Be in the same places as your target audience! This is where collaboration with your influencers begins.

#### **Some Other Ways Promoting Others Helps Promote YOU**

Promoting others can be a key strategy in building your personal brand in several ways. And their are proven benefits to building up and supporting your competition. Promoting Others Promotes You by Building Trust

When your audience trusts your taste and opinions and it mirrors theirs, they trust you more. These things connect you to your audience and reflect their needs and desires. Like I mentioned above, your target audience will be drawn to what you're drawn to. So, if you're in the same space as your competitors, online or in the real world, you'll be where you need to be.

Promoting Yourself Through Promoting Others Makes You More Likable

Promoting others also makes YOU

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## Podcasting Tips Continued from Page 6

look good! Your audience will see you as humble, rather than self-obsessed. And when you seem honest, genuine, trustworthy AND humble and supportive of others, you become like a trusted friend. It makes you likable, in other words. **And being likable is key to building a successful brand!**

**Remember**, don't get bogged down by the idea of your competitors being the enemy. If they're your competitor, they're also your influencer and you exist in the same sphere. And you likely share a target audience. Use this to your advantage. After all, you may get the same in return!

## Outlining the Final Chapter

By Dan Janal

### Suggestions for Next Steps

You can help your readers best by showing them what they need to do next.



### How They Can Work with You

As a thought leader, business consultant, and expert, you must show readers how they can work with you. If you don't do this step, you won't get new business.

You might think it is improper or beneath you to —sell in your book. Let me help you get over that misconception. If you don't show your readers how they can work with you, you are doing them a disservice. After all, they spent many

hours getting to know you and coming around to your way of thinking. They will wonder how they can work with you.

### Can you help them consult?

Speak? Coach? Do something else? They'll want to know. If you don't tell them how you can help them, you will frustrate them. And if they hire your competitor because they didn't know what you did, you will be frustrated. As business coach Patricia Fripp told me, —It is not your client's responsibility to remember you are still in business.

Dan Janal, author of Write Your Book in a Flash helps leaders write better books as a book coach, developmental editor and ghostwriter. Get a free chapter from his book at [www.WriteYourBookInAFlash.com](http://www.WriteYourBookInAFlash.com) and contact Dan at [dan@prleads.com](mailto:dan@prleads.com) or go to <http://geni.us/writeyourbook>

## 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))

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))

April 18: Speaker and topic to be announced

May 16: 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))

April 11: Kim Pita: How to Write a Memoir that Affects Readers Emotionally?

May 9: Speaker and topic to be announced

### Media Tip

Talk shows, particularly those on television, have received mixed reviews. They have been denounced as the harbinger of tabloid sensationalism by some and proclaimed as the window through which we view life's realities by others. One can make a case for both positions, and some shows may fit into either category at different times. Those opinions notwithstanding, many talk shows educate viewers on the pros and cons of informative issues without resorting to melodrama.

Regardless of your opinion of talk shows in general, an appearance on one can make good business sense. You can reach thousands or millions of people for fifteen minutes or more for free. This can translate into increased recognition and sales.

Talk-show producers book guests who have information of interest to their viewers. Their objective is to create a memorable, provocative show that will increase ratings.

"A producer looks for story ideas, tries to find good interviews and pictures, then puts together a segment on the air. I have to think of the viewer first. It's not my job to sell books, but to make interesting television. If a book helps me get interesting television, that's good." Rita Thompson



**CAPA**  
**P. O. Box 715**  
**Avon, CT 06001-0715**

### Marketing Tip

Are you wondering what you can do during these times so your book sales take off when this is over? Here is a brief list of actions you could take now for impact in 30 or more days: define and segment your target readers (and think of others), if your content is anything to do with homebound-family activities contact the media, upgrade your website, continue social networking, develop a marketing plan for what you can do when this is over, calculate a revised budget, create a blog, contact book clubs and catalogs (with 6-month lead times), contact celebrities for endorsements, create a book trailer, contact magazines with 90-day lead-times, prepare sales-promotional items (pens, pads, coffee mugs, etc.), send books to reviewers, apply to award competitions, contribute to online discussion forums, find potential buyers in non-bookstore markets (retail and non-retail), develop affiliate-marketing relationships, establish links to/from your website, plan a mobile marketing campaign, contact magazines about serial rights or providing excerpts.

Do these stimulate more ideas?