



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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August 20 CAPA Meeting — In Person!

Our Summer Picnic Returns

(635 West Avon Road, Avon; masks optional)

After two years of postponements, CAPA is reinstating our (now-to-be-annual) 2022 Summer Picnic on August 20. After a long hiatus, let's get together from 10:30 am – 12:30 pm and have another fun time. Everyone is invited – members, families, and friends. This will be at the Sycamore Park in the woods behind our normal meeting room.

CAPA will provide sandwiches and soft drinks.

You can help by providing a sides dish, salad or dessert. Please RSVP and let us



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Meet the August Member of the Month— Emily Lundy, By Joe Keeney

Emily was abused as a child by her father; and her mother looked the other way. Emily whose pen name is Sara Ellie Mackenzie crafted her novels with a message, to let readers know, regardless of what happens to you, you are not alone and there are people who understand and empathize.

It wasn't until high school that the understanding and empathy came her way. People pointed out to her that the mental and physical abuse she suffered was not normal; it inspired her to search within herself and the writing bug was born.

Her first novel, *A World So Bright and Dark: The Journal of Lizzie Colleen MacDougal*, Lizzie (the

protagonist) deals with the challenge of forgiveness and coping with the aftermath of heinous abuse and self-harm. She calls her first book bits and pieces of her life.



The bits and pieces expanded with her future series of her books. (A seven-book series about a world plagued by religious extremism and

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July 2022 SW CAPA Report

By Joe Keeney

Twelve members attended the SW CAPA meeting held on July 11th. Brian Jud sponsored the Zoom meeting.



Author Elsa Kurt's talk was on Using Interviews to Create Excitement About Your Book. She shared what interviewers look for in a guest, how to present yourself to interviewers, and how to give the best possible interview. This includes tips: your presentation, technical aspects, and how to use your interview to increase fans and followers.

Elsa is the best-selling author of over twenty books, ranging from

children's books to adult fiction and non-fiction. She is the creator and host of two podcasts and a social media entertainer with a following of 200,000 people; her videos have reached 8 billion views.

Elsa, who is Vice-President of CAPA, has been interviewed on radio, television, multiple podcasts and newspapers. To learn more about Elsa, visit elsakirt.com. If interested in being on her show, email Elsa at authorelsakurt@gmail.com.

SWCAPA Speaker

August 8, 6:30 pm

Using Personal Experience in Fiction, by Sara Ellie MacKenzie

Rather than writing from normal experience or research, Sara shares how to weave

life's unusual experiences into your story. Sara has experienced generational trauma, discrimination, abuse, and assault in her life. She shows you how she used this negative background to craft her theme, plot, and characters in her books. And, more important: how working with negative circumstances in writing can create an outlet for solving problems and healing.

Sara can be reached at saramckenzie1982@gmail.com.

The link for the meeting: <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.

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

ARTICLES ARE DUE BY THE 28TH OF THE MONTH

CAPA Board of Directors

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Meet A Member

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perversion). Input for these novels became a composite of everything she experienced: snippets of conversations, images of documentary films, the people she meets and events of the news, dreams, and emotional subjective experiences.

Other than first-hand life experiences, writing and journalism classes at CCSU shaped her writing talent and she graduated from Western Governors University. We can see the effect of her education as she was able to complete *A World So Bright and Dark* in four months with the notes and manuscripts included. And she does not outline, she writes free flow

She learned much from self-publishing. With *A World So Bright and Dark* she learned she was on her own! You choose your own editor, agent or whoever you need to help you.”

She took the following course of action: Emily established herself as a business, joined the local Chamber of Commerce who referred her to the SBA (Small Business Administration) which led her to the Women’s Business Center. From there it went to marketing specialists, literary agents and more. Emily said, “There advice drives my marketing ... the world opened up for me.”

In general, her advice for the novice writer is to – Never Give Up. And [if you can] give up your toxic job and be an author full time.

Looking at her personal life, Emily enjoys spending time with family and friends, taking long walks, swimming. Her other interests include cross stitching, reading,

puzzle / board games and listening to music.

Below is a list of this talented author’s (Kindle Edition) titles published on Amazon:

A World So Bright and Dark: The Journal of Lizzie Coleen MacDougal Casting Shadows: Wrapped in the Rays of the Sun Volume I
The Circle is Broken: Wrapped in the Rays of the Sun Volume II
Through the Meadow: (Will be released soon) Wrapped in the Rays of the Sun Volume III

Artisanal Prose “The Deep Dive: Thematic Depth in Storytelling”

By Adele Annesi

Just as most relationships don't develop depth until after year one, so, too, stories don't really begin to develop thematic depth until draft two.



As a writer and writing instructor for Westport Writers’ Workshop, I’m increasingly convinced of the importance of developing depth in storytelling by learning what story we’re telling, and learning it from the story itself. The best place to edit for story depth is the second draft. By then you’re getting to know your characters and your story well enough to know what to cut, leave, revise, rewrite, reconstruct, refine. Here's how to edit for theme, imagery, wordplay and mo-

tif during this crucial phase.

First, some quick definitions. The theme is the story's main point; for example, secrets can be deadly. Imagery is a collection of images that creates a scene, a visual in the reader’s mind. Wordplay is the use of words to obscure or reveal aspects of plot. Motif is a recurring element, like a locked door, that shows how the theme impacts and underscores the story. These elements are key because they support and enhance the story and its characters.

We'll start with theme because it's the plumline you'll use to decide how to edit for imagery, wordplay and motif. The best way to edit for theme is to know what your theme is. In this example, it's secrets can be deadly. Theme is less something you tell the reader (a thematic statement) and more something you show—for example, in the form of the characters’ choices, the consequences of their choices and how the results of their choices impact what happens in the story, meaning the plot.

So why not make overt thematic statements. Think of it this way. A story’s theme is like its skeleton. Everything else is flesh on those bones, and nobody wants bones on the outside. Here's a sample thematic statement: "Secrets, Lynn knew, could be deadly." You can tell it's a thematic statement because it offers a moral, or maxim.

A better way to depict the same reality is: "Lynn couldn't tell a soul, not about this. Not only would no one believe her, but no one would forgive her."

Editing for imagery takes surgical skill. It means reading each word as if someone else wrote it. That's why it's best to wait until draft two to edit images for precisely the right effect. A good way to begin is to take each sentence, word by word.

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15 Sales Secrets For Authors

By Brian Feinblum



When you are marketing your book, you seek to impact and influence many different people. You want readers to recommend your book to others. You want people to buy your book. You want bookstores to agree to sell your book. You hope libraries have you come to speak. You want the news media to agree to interview you. You want people following you on social media. The wish list goes on and on. So, how do you get people to say yes?

I thought of some ideas after reading *The Catalyst: How To Change Anyone's Mind*, by Jonah Berger. Here are some of those ideas:

Most believe in the notion of presenting facts and evidence with passion and reasoning. Coax, convince, encourage. Push, manipulate, and persist. Make some dramatic noise.

But it doesn't always work. So, what next?

1. Getting others to overcome inertia, change their minds, or take a leap of faith is not always easy. Removing excuses and barriers to change would be a good bet. If we can figure out what blocks another from taking a new action, we can

get them to do what we want, even say yes to you and your book. So, identify potential objections – whether based on perceptions or realities, and formulate a good response to each one.

2. Don't come at someone too hard. People naturally push back harder. It is best for them to end up persuading themselves.

3. Some are entrenched in status-quo thinking. They think inaction is painless or without cost, but often that is not true. Show them why your book is needed and not to be ignored. Put a price on rejection or inactivity.

4. Look for agreement on other things, from the weather to last night's game results. People will say yes to those they already feel they agree with.

5. Never make them feel like their freedom is threatened or that they will feel pain. People want to be happy, free, and playful.

6. Really listen to what seems important to them. Find a way to befriend them, based on their stated beliefs, interests, desires, or past.

7. Look to reduce risk. Lower your book's price. Show the risk of doing nothing or buying other books that could fail them. Explain what the book will do for them. Justify or validate yourself as being the right/best author to pen such a book.

8. Find a way to identify with them. Bond over race, sex, gender, religion, hobbies, regionalism, sports, or some other tribal connection.

9. Incentivize people. Offer extras, like a free add-on or upgrade. Or, buy this book and get free access to something.

10. Let them test drive or sample your book. Even better, give them a money-back guarantee. Or offer free shipping.

11. Find third-party validators to offer corroborating evidence, as in get book reviews or testimonials from established authorities.

12. The more you can learn about what is delaying or preventing someone from saying yes to you, the easier it will be to find a way to sway them to your side.

13. Know that most people seek to live by a standard or code, one that includes attitudes, behaviors, and beliefs, that match with their construct of how the world is or should be. Try to position your book in a light that their pre-disposed ways make them vulnerable to.

14. Let others feel you care about them, understand their needs, and appreciate their circumstances. Once you understand their situation, feelings, motives, experiences, and opinions, you can speak to them and their level.

15. Ask many questions. You show them you have an interest in their world. Encourage them to speak freely. Shape your pitch or presentation to appeal to their mindset.

Just remember that there are many different methods to convince others to say yes to. Keep experimenting until you find what works on each individual. You won't eliminate rejection, but you will improve your odds of success and increase your "yes" totals for sure.

Brian Feinblum can be reached at brianfeinblum@gmail.com

Artisanal Prose

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Recalling how our sample thematic statement was recast, here's a scene in a two-sentence microcosm. "Lynn closed the door of the guestroom. It was to have been a nursery, but it would never be that now." Here's the same mini-scene, edited. "She locked the door to the spare room. Now it would never be a nursery."

Here's what changed and why. First, for intimacy, we're taking a closeup of Lynn with the word "She." Next we use a stronger, more definitive verb in "locked." Then we change the type of room (more on that under wordplay below). Finally, we tighten the second sentence to show that Lynn has made sure the room will never become a nursery.

This is where words come into play. In our example, the play is on "spare room," which replaced "guestroom." The first option could work, since a child could be considered a guest, even an unwelcome one. But since a person is more likely to use a guestroom, spare room better suits the mood, which is somber. Further, the word "spare" connotes something extra, over and above what's on hand, even what's necessary. For our purposes, that's what Lynn thinks, that a child is unnecessary, a complication over and above what's already in her life.

Now we come to motif. It may seem hard to find a prospective recurring element in a two-sentence scene, but not necessarily. Here are the words from these two sentences that could give rise to motifs throughout the story: locks, doors, spares, empty rooms and nurseries.

For variations on these motifs, look beyond the literal. Locks and doors can be anything sealed off—from a crypt to a safe deposit box. Spares and empties can be anything from tires to soda cans. Nurseries can be anything from a place for plants to anywhere something is nurtured. Your seemingly endless choices of motif examples will depend on which best suit the story.

As in relationships, one key to story depth is time with the material and time away from it. You need time in that first draft to know your characters and subject matter. Then you need time away for the emotional distance to see what needs to be changed and how to change it.

Tips and Prompts

Reread your story, chapter or scene, and highlight thematic phrases in pink, imagery in yellow, wordplay in pale blue and motif words in orange. Then refine the imagery, wordplay and motifs to support the theme. Afterward, consider how to delete the thematic statement so that what remains is a more visual and memorable piece.

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

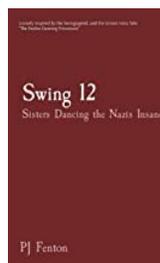
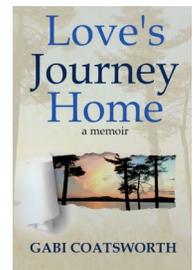
CAPA Member Celebrating Success



The second-annual Muse & Music Evening Cabaret on Friday, July 22, featured a festive evening of songs, stories and more at the Ridgefield Library, with emcee Adele Annesi. The event spotlighted new works from Westport Writers' Workshop and original music from Charlie

Widmer and Tom Polizzi of the renowned modern bluegrass quartet On the Trail. Also on tap are singer-songwriter and author Chris Belden, and author and singer Adele Annesi. Hosted by the Ridgefield Library and sponsored by Word for Words, LLC, the cabaret-style evening included a wine and cheese reception and opportunities to meet the writers and musicians. A similar event celebrating writers and musicians is planned for 2023.

Gabi Coatsworth will be the featured speaker at the Creating a Writing Life Retreat on August 6, at the Seastar Wellness Studio in Old Saybrook, CT. She'll be talking about her memoir, *Love's Journey Home*, and about ways in which participants can become better writers by setting small goals and surpassing them.



Earlier this month PJ Fenton set up at Connecticut and sold close to \$900 worth of books including copies of his new book *Swing 12*.

Attend the Free Webinar:

“Book Marketing Demystified”

August 24 (7:00 pm ET)

By Jared Kuritz

Book sales may be your main focus, or your book may be a part of a larger business model. In either case, targeted and effective promotional activities are a key ingredient. Learn the 10 contemporary tools and techniques necessary to successfully market your book and/or your brand.

The link to register for this event is <https://bit.ly/3Q9P6p4>



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know if you can bring a dish to share: <https://bit.ly/3oMiEx8>

Go past our normal parking area and park near the tennis courts and kid's playscape. Walk up into the woods toward the pavilion and we will be waiting for you with food and fun.

We are welcome to use all the amenities in the park, including the basketball courts, tennis courts, kid's playscape and volleyball court. The pool doesn't open until 12:00 noon, but if you want to swim you can do that if you pay the daily fee at the gate office. Avon residents are \$7 per person and non-residents are \$10 per person. You can stay all day if you want. The pool closes at 7:30 p.m.

Marketing Tip



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. (Cartoon by Gary Larson)

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

Select Your Book Style

By Dan Janal

The founder of Papa John's pizza franchise, John H. Schnatter,



wrote *Papa: The Story of Papa John's Pizza*. He told *BusinessWeek* he wrote the book to leave a legacy.

Other business executives write books to prove a point, be significant, teach, inspire, be a thought leader, or leave a mark on the world. What's your motivation to write a book?

After working with thousands of speakers, authors, coaches, thought leaders, and small-business professionals who have written books, I've seen these major genres.

- **Legacy.** Business executives who want to leave their mark on the world and to help future generations will write memoirs. These books include tips for success and stories of overcoming obstacles. Suggested reading: *Basic Black: The Essential Guide for Getting Ahead at Work (and in Life)* by Cathie Black, first female publisher of *USA TODAY*. *Uncontainable: How Passion, Commitment, and Conscious Capitalism Built a Business Where Everyone Thrives* by Kip Tindell, founder of the Container Store.

- **Tools.** Similar to legacy books, executives write these books to share ideas that brought them their successes. Their motivations could be personal branding and helping others. Examples include *The Real*

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What Am I Doing on the Roof?

Submitted by CAPA member
Louis Kiefer

Authored by Russel Baker, Plagiarized by J.D. Mortmain

This was the title of an article published in the *New York Times* by Russel Baker. He wrote or edited 18 books, won two Pulitzer Prizes, and was well known in literary circles.

One could hardly image what Baker was doing on the roof, other than roof repairs.

Baker was having the same problem that most writers have, and apparently it is not based on their writing abilities, their history of selling well received books, their connection to known and competent publishing houses.

The problem was one of promoting the book.

Baker had received a notice from his publisher as to how much the publishing house had allocated to the advertising budget for his book. The answer: a 26-cent allocation, enough for a stamp to put on the press release.

What was Baker doing on the roof? He was announcing the publication of his book in a manner superior to what his publisher had planned.

And of course, we don't know how many books he sold from the rooftop. We do know having an article in the *New York Times*, describing his book lead to enormous sales of a well-deserved book.

Select Your Book Style Continued from Page 6

Life MBA by Jack Welch and Suzy Welch or *The 4-Hour Workweek* by Tim Ferriss.

- **Manifesto.** Authors who are visionaries, have a certain point of view, or want to change the world write these books. They want their readers to take up their causes. I've read manifestos on new ways of thinking about using the Internet, customer service, and many other topics. Suggested reading: *Good to Great* by Jim Collins. *Thinking, Fast and Slow* by Daniel Kahneman. Any book by Seth Godin. *Setting the Table: The Transforming Power of Hospitality in Business* by Danny Meyer, founder of Shake Shack. *Conscious Capitalism: Liberating the Heroic Spirit of Business* by John Mackey, copresident of Whole Foods.

- **Proof.** Authors present a hypothesis. They use case studies and statistics to prove their points. These authors—usually consultants at well-respected companies—want to establish their thought leadership. Suggested reading: *The Tipping Point* by Malcolm Gladwell. *Freakonomics* by Steven Levitt and Stephen Dubner.

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Schedule of Upcoming Meetings for the Three CAPA Chapters (All members may attend all three meetings per month)



CAPA CENTRAL (Avon)

(All meetings run from 10:30—12:00 pm Attend in-person meetings at the Avon Senior Center.

To be a speaker or for more info contact BrianJud@bookapss.org)

August 20: Summer Picnic, Sycamore Park, Avon for CAPA members, family and guests

September 17: Patrina Dixon — Topic to be announced



CAPA SOUTHEAST (Groton)

(These in-person meetings begin at 6:30 pm at the Groton Library. For more info contact Patti

Brooks, patti@pattibrooksbooks.com)

August 15: Jim Alkon: The Realities of Book Marketing

September 19: Speaker and topic to be announced



CAPA SOUTHWEST (Shelton)

(The virtual 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)

August 8: Using Personal Experience in Fiction, by Sara Ellie MacKenzie

September 12: Speaker and topic to be announced

CAPA's Co-op Connection

Many of these recur weekly. Check their websites for dates and more information. If you would like to join the CAPA Board to help coordinate these events with other CAPA members please contact BrianJud@comcast.net

North Branford Potato & Corn Festival	Aug 4 5:00 pm – 10:00 pm
Groton Annual Outdoor Market	Aug 6 9:00 am – 2:00 pm
Stonington Village Fair, Naugatuck	Aug 13 9:00 am – 5:00 pm
Clinton Summer Fair	Aug 13 10:00 am – 8:00 pm
Mystic Outdoor Art Festival	Aug 13 10:00 am
Shoreline Jewish Festival, Guilford	Aug 6 11:00 am – 4:00 pm
Podunk Bluegrass Festival, Goshen	Aug 11 1:00 pm – 11:00 pm
Made in Connecticut Expo	Aug 14 12:00 pm – 5:00 pm
Hartford County 4-H Fair	Aug 19 8:00 am – 9:00 pm
Legacy Car Show, North Haven	Aug 21 10:00 am – 4:00 pm
Dream Ride Experience, Farmington	Aug 26 3:00 pm – 10:00 pm

Select Your Book Style

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- **How-To.** Perhaps the most popular kind of book shows readers how to do something. Suggested reading: *How to Win Friends and Influence People* by Dale Carnegie. *Life Is Good: How to Live with Purpose and Enjoy the Ride* by Bert Jacobs and John Jacobs, founders of Life Is Good.

- **Process.** These books offer research and show how to perform a task. Suggested reading: *Influence* by Robert Cialdini, PhD. *The Only Negotiating Guide You'll Ever Need* by Peter B. Stark and Jane Flaherty.

- **Training.** These books are extensions of educational sessions. Suggested reading: *Loyal for Life* by John Tschohl.

- **Fictional.** These books use fictional stories to show why certain business principles work. Suggested reading: *The Go Giver* by Bob Burg and John David Mann. *Who Moved My Cheese?* by Ken Blanchard and Spencer Johnson, MD.

- **Inspirational.** Books offering motivational tips. Suggested reading: *Lifestorming* by Alan Weiss and Marshall Goldsmith.

Your Turn: Choose Your Book Genre

Which genre sounds like the book you want to write? Which book will help you build your business? Can you think of a book that was so well done, you wish you'd written it—with the same tone and authority—but with *your* content?



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