



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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September 17 CAPA Meeting — In Person!

Preparing Financially To Write And Self-Publish Your Book, By Patrina Dixon
(635 West Avon Road, Avon; masks required)

In this session you will get tips on how to prepare for costs associated with each step of the journey to bring your book project to the world. You will be given average rates on what each step may cost. Also, you will be given tips and reminder of an often-forgotten step in the self-publishing process.

Patrina Dixon is a certified financial educator and an international

bestselling author. She is also the Founder and CEO of It's My Money®. Patrina loves faux frogs and is a wife and mom.



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Meet the September Member of the Month— Jack Matthews, By Joe Keeney

Jack Matthews scattered body parts throughout Mattapoissett, the quiet Massachusetts town on Buzzards Bay where he grew up. The body parts appear throughout his fictional novel, *Arte Perdida*, which we'll discuss soon. For now, know he is spreading something else in his Connecticut hometown of East Hampton: free writing workshops. These came about when people kept approaching him saying that they always wanted to write a novel. He decided to follow up on that and now offers free monthly workshops on all aspects of creating a novel.

Jack is a natural born storyteller who has mesmerized his readers. If you're familiar with the famous wine tasting trail in Connecticut, you know you can get lost in the

moment and enjoy every minute of the experience. It's the same with this author — any contact with him is mesmerizing: Reviewers shared their thoughts about *Arte Perdida*: "It gripped my attention"; "It was hard to stop reading and is hard to forget"; "You can't put it down until the very end"; "Each chapter left me wanting to read on"; "[I] can't wait until Jack Matthews' next book"; "You will not be sorry you read this book."



Contributors

Adele Anessi
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Brian Feinblum
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Brian Jud
Joe Keeney
Robert Kerson
Gail Z. Martin
Jack Matthews
Kiersten Schiffer
Jeniffer Thompson

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SWCAPA Speaker**September 12, 6:30 pm****“Create a Website that Really Pulls,” by Jeniffer Thompson**

Jeniffer shows you a proven method to get people to visit a website; if it is built the right way. And the website is only one of three of three pillars of book marketing success she'll show you: You also learn to build your authority, design your personal style, and increase your online visibility. Equally important, and in addition,



you'll be able to convert traffic into revenue, pick-up SEO tricks and strategic steps to hook your audience – after hearing her.

Jeniffer Thompson, a branding and digital market expert with twenty years of experience in the publishing industry, is the author of, *Web Site WOW*, *Turn your Website into your most powerful marketing tool* and *How to Write a Professional Bio*. Jeniffer is enthusiastic about helping authors establish highly visible books. She is co-founder of the San Diego Writers Festival and serves on the board of the San Diego Memoir Writers Association. You can subscribe to her blog at jenifferthompson.com. The link to attend the meeting is <https://us02web.zoom.us/j/6762224705>

Marketing Tip

By Gail Z. Martin, from *The Thrifty Author's Guide to Selling and Promoting Your Book Online*

Take a realistic look at your finances. How much money can you afford to spend on marketing? Remember that *marketing* includes printing business cards or bookmarks, making posters, maybe even hiring an intern or an assistant to help you with research. Don't be tempted to print your own business cards or bookmarks to save money. You will not look professional, and any savings will be at the expense of credibility. These need to be done right. Realize that many people decide whether or not you're "for real" by your website. You need a good one.

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 brianjudcomcast.net.

Send submissions for the **Meet-A-Member** column to Joe Keeney at jkeeney9267spamarrest.com or Barbara Meredith dbmeredithcharter.net

ARTICLES ARE DUE BY THE 28TH OF THE MONTH

CAPA Board of Directors**CAPA Officers' & Board Members' Contact Information**

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Meet A Member

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So, what kind of a novel can command reader reviews like that? For starters, Jack made *Arte Perdida* seem real even though it is historical fiction. Jack loves the genre and the research that goes into it. The plot, for example, concerns art stolen by Nazis during the bombing of Berlin and then spirited to Mattapoissett via the Azores and Newfoundland. To create a realistic reading experience, he researched the story by visiting all the locations in his novel: Berlin, Hamburg, Azores, Newfoundland where he studied the people, places, and culture that related to the story.

Also, Jack commanded great reviews because of his use of characterization. It's not surprising that he would choose his family and people he met during his travels to create his cast of characters. For example, a woman he met while on a walking tour in Berlin, Iva, became the archivist at the Kaiser Friedrich Museum, which housed the art that was stolen.

Kady, a waitress he met in Portugal Cove, Newfoundland, asked him if he was going to try the Cod (as in fish) tongues. She said it was a delicacy there. Kady, and the Codfish tongues, found their way into his book.

Another reason for the great reviews of *Arte Perdida*, which took him seven-years to write, was how he handled the organization of his writing. Jack shared, "[After writing] 40-50 pages, I realized that I didn't know what I was doing. So, I stopped writing, bought dozens of books on writing: how to develop a plot, how to develop characters, how to write dialogue, how to write narrative, how to create tension and suspense ... and then

jumped back into writing with a lot more skill and confidence."

Jack acquired additional writing skills by attending author talks, book signings, and informal get-togethers with authors. At one of the talks he met (CAPA Vice President) Elsa Kurt, who became a mentor and gave him valuable advice about selling books.

Among the things he has done to sell books was organize a holiday fair at a local restaurant a few weeks before last Christmas. Although most of the exhibitors sold holiday crafts, Jack used to opportunity to sell his novel. Recently, he enlisted ten shops on Main Street in East Hampton to host 14 authors. This successful Sunday afternoon event was called the Main Street Author Trail and attracted visitors from all over Central Connecticut.

Jack's success does not end at marketing books. He has several other interests and skills: He sings with the Middlesex Hospital Vocal Chords, plays three musical instruments, enjoys Genealogy (he has nearly 10,000 names on his family tree), and he is an avid fundraiser for charities throughout Connecticut.

Awards he has won include: East Hartford Chamber of Commerce "Volunteer of the Year," and Connecticut Coalition Against Domestic Violence "First One Hundred" – one of 100 men from across Connecticut recognized for work to improve outcomes for survivors of domestic violence and their children."

Jack, who had a desire to write since grammar school, offers the following advice to the novice writer: a) Write everyday even if it's just for a few minutes; b) Don't worry about perfection – just get your ideas down – brain dump; c)

Develop a system to organize your work – how to save sections that you might not use until later; d) backup, backup, backup. You are likely to quit writing if you lose some wonderful writing you did yesterday; e) Talk with other authors, you will find them to be incredibly friendly and helpful; f) Have patience. You won't write a great book in a week. Rather than look at this immense body of work that lies ahead of you, focus on writing the next chapter, or the next paragraph, or even the next sentence. If you do this, gradually, step by step, you will get there.

Jack's passion is helping authors. In addition to his Writer Workshops, he recently created a Facebook Group: "Connecticut Authors and Their Readers Meeting Place," where Connecticut authors can share their work and readers can seek them out to learn about new books and where they can be purchased. To learn more about Jack Matthews, visit him at his Facebook page, "Jack Matthews, Author."

Artisanal Prose

"Speak, Memory: The Narrative Pull of Remembrance"

By Adele Annesi

One of my favorite book titles is Vladimir Nabokov's memoir *Speak, Memory*. As both directive and decree, memory speaks, and it's one of the most powerful muscles for narrative pull in all of literature.

In the same way that an olfactory experience evokes recollection, memory stimulates story. Coffee



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How Can Authors Work With Non-Profits?

By Brian Feinblum



Many authors are seeking different avenues to sell books, to go beyond bookstores and libraries, or their friends and families. One place to look more closely is the non-profit sector.

Think houses of worship, schools, community centers, and charities for every cause, from helping the homeless, veterans, and the elderly to abandoned pets, literacy, and peace.

Here is what you can do or consider when contacting a non-profit:

Fundraiser

You can sell the book to a non-profit at a low price and they can resell it and use the profit to fund their organization and programming. They can sell your book on their site. They can give it away to big donors or new members.

Branding

If you develop a relationship with an organization, they may allow you to contribute to, or be interviewed on, their blog or newsletter. Maybe they can interview you on their podcast. Perhaps they will have you speak, in person or by zoom, to their members.

Goodwill

Give back to your community and

be in support of an important cause. Donate books — help others, get a tax write-off, and hope that posting about your donation on social media buys you some goodwill.

Testimonials

Ask those who get books or hear you speak to send you testimonials that you can post on your web site, social media, or marketing materials.

Lead Generator

Connecting with a group can help you sell other books, products, and services. Let's say you donate 20 copies of a book. Maybe it serves as a loss leader and those who read the book then go to your site to purchase other stuff.

Feel Good

If for nothing else, let yourself feel good about helping others.

Networking

Anyone whom you meet is a potential consumer of your book. And every person knows other people, people that you would love to be introduced to. Let's say you speak at a non-profit, or sell/donate books to them. Ask them if they can refer you to other groups who may want the same arrangement.

Word-of-Mouth

This is the name of the game. Sure, sales are the bottom line, but word-of-mouth is what will power that. Getting more people exposed to your message and reading your book will only lead to more people telling their friends/family and social media networks about you.

Which non-profits should you reach out to?

Start locally, geographically, and if it goes well, expand regionally and nationally.

Look for organizations that have a high profile in the community or media.

Seek out smaller ones, too, knowing it will increase your chances of developing a relationship with them.

Try organizations that align with your values and the message of your book.

What is the best way to reach them?

Find their web site listing and see if you can find a directory of personnel. Find the executive director, president, or programming director. Call them and see if you can pin down who is the right person to approach about speaking, selling books, making a donation, etc. Then, if they are nearby, learn when they will be around, and visit or call them. Only resort to email if necessary.

Think ahead of your meeting of all the things you could ask for. Prioritize. Focus on getting to know them and letting them feel you care about what they do and show a willingness to help. From good intentions and good efforts come good results.

Even if linking up with one or more non-profits does not yield a harvest for you, know that you are doing something helpful and positive and greatly contributing to the world that you live in.

Brian Feinblum, the founder of this award-winning blog, can be reached at brianfeinblum@gmail.com He is available to help authors promote their story, sell their book, and grow their brand. He has 30 years of experience in successfully helping thousands of authors in all genres.

Artisanal Prose

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brewing over a campfire, pine needles in sunlight, a turkey roasting in the oven—these olfactory images may evoke autumn, holiday gatherings or images of good times gone bad. No matter what remembrances they call to mind, the memories that accompany the sense recollections are powerful links to the past that open doors to discovery, a journey that can generate enough wattage to propel a story that is real, imagined or a bit of both.

In writing, memories (pleasant or otherwise) can function in varied ways. They can spark a scene or flashback, reveal a character or personality, propel the story, reinforce conflict, force clarity, reveal pain, provide pleasure or comfort, offer a moment of rest, create context and history, and establish a link to the past and to people, even those who aren't here anymore. Whether fictional or real, a memory can do all these things and more, as long as the writer is aware of the potential.

An interesting quality of memory is that the body often realizes before the mind that something is happening under the surface. And when that something is a memory, it's usually because the memory wants to be recalled and explored. We write memories for precisely these reasons, but we writers can't do this if we don't acknowledge the recollection or allow our characters to do so. Once we do, we must spend time with the people in our stories and with ourselves as writers.

Whether we're writing a real memory or a created one, the deeper the memory, the more emotions arise. And emotions can yield more memories and other reactions, both pleasant and painful. Yet, exploration yields discovery, and discovery can bring a sense of peace, closure and that aha moment that allows us to realize something we and the people in our stories didn't know before.

Besides time, writing memory effectively requires that we ask questions. What does the memory look like? Where is it happening and when? What is happening? Who is part of this memory, and why are they there? Why is the memory important, and which aspects of the story does it affect? What might we learn from it? What does it want to tell us and others?

Autumn is a time of transition and of memory, of turning leaves and bare branches that scrape the bright sky,

smoke curling from chimneys and footprints on frosty doorsteps. We may not always want to hear what memory wants to tell us, but we generally find ourselves the better for having listened.

Adele Annesi is an award-winning author, editor and teacher. For questions on writing, email [Adele Annesi](mailto:Adele.Annesi). Adele's new novel is *What She Takes Away* (Bordighera Press, 2023).

CAPA Member Celebrating Success

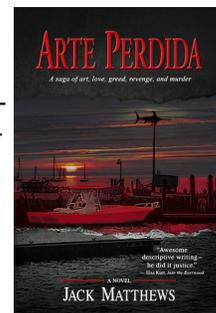


Fairfield University's Masters in Fine Arts in Creative Writing featured a reading with award-winning writer CAPA member and writer Adele Annesi on August 28. Adele read from her forthcoming novel *What She Takes Away*, from Bordighera Press (2023), about ambitious young

fabric designer Gia Falcini and the estranged father from whom she seeks payback. At the story's heart are the warp and weft of family life and the role of creativity in rediscovery. The reading was held via Facebook, YouTube and Twitter.

Per Robert Kerson: "A unique solution for ancient World famous mystery solved. Learn why and how in Jerusalem a 3000-year-old Tunnel dug by two opposing teams met inside solid rock. Anomalies in tunnel explained. Hint: they used rope or string, paint, and copper. Cheshire Public Library. 6:30 PM Sept. 19, 104 Main St Cheshire. Registration on library website required."

Jack Matthews has a free marketing opportunity for CAPA members: "Like most authors, I'm always looking for a new way to market my novel, *Arte Perdida*, especially if it doesn't cost anything. With that in mind, I recently created a group on Facebook called: "Connecticut Authors and Their Readers Meeting Place." It's a place for authors to share their work as well as any events they'll be participating in (i.e. author talks, CAPA book event, etc.). It



**Attend the Free Webinar:
“The Essentials of Book
Design”
By Michele DeFilippo.
September 28 (7:00 pm ET)**

Authors are bombarded with “what-to-do” advice about indie publishing, most centered around do-it-yourself systems or other cheap solutions. But will these tempting offers deliver a book that meets traditional industry standards or something less? This presentation explores the “why,” the thought process, methods, and standards followed by trained book designers to create best-seller covers and interior pages that buyers expect. You’ll leave with a deeper understanding of the craft and why it takes so much time. You’ll also learn how to hire the right designer and judge the work they present. Michele will discuss these topics:



Book Cover Design

1. What is a book cover?
2. How should it look?
3. What makes it work?
4. How to choose the right designer.

Book Page Design

1. Why does book page design matter?
2. Beautiful design helps your buyer.
3. Beautiful typesetting helps your reader.
4. Beautiful design and typesetting help YOU.

The link to register for this Zoom meeting is: <https://bit.ly/3e0qPUI>

**Celebrating Success
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is also a place for people who are looking for books written by Connecticut authors.

CAPA members (and all other Connecticut authors) are invited to join the group. It’s easy to do:

1. Sign in to Facebook,
2. In the search bar type (and go to) “Connecticut Authors and Their Readers Meeting Place”,
3. Then click on the group with that name, and then
4. Click on “Join Group.”

I check the group daily and will accept all CAPA members as well as other Connecticut authors. Be sure to check out the simple group rules. Hopefully, this will be another way for us to promote and sell our books! Spread the word – to Connecticut authors and all who read books.

New Hartford resident Kiersten Schiffer has just released her debut novel, *The Playlist Diaries, Book 1: Fast Forward My Heart*, on Amazon. Set in a small town in Indiana in 1981, it’s a coming-of-age story of main character, Red, who is grappling with the scandal created when her mom came out as gay. When she develops a friendship with an older boy, Red faces her own feelings of forbidden love and struggles between listening to what society deems is right or following her own heart.



Susanne Davies's novel *Gravity Hill* launches this month and she's sharing a couple Connecticut events, inviting all CAPA members. Susanne says she's grateful for CAPA and what the organization has done to build up the careers of authors in CT. Stop by, say hello, and buy a book!



Testing Your Title

By Dan Janal

In the early stages of writing, you won't be overly concerned with titles. As you get closer to finishing, however,



you will want to get feedback on your title. Who do you think is the worst person to ask for feedback? No, it is not your mother. The worst person to ask is you, because you are not the target buyer of your book. You don't think like them. You don't buy like them. To find out what your prospects think of your title, you must ask them. If you belong to a professional organization that includes your target buyers, ask them.

Get Feedback from Your Facebook Friends or Blog E-zine Readers

You can ask your blog e-zine readers or friends on Facebook to select their favorite title. Here's a sample post you can use. It shows possible subtitles for this book.

I'm coming out with a new book, and I'd like your help with selecting the perfect title. Which of the fol-

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Testing Your Title

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lowing titles would compel you to buy the book? Please tell me if you like a, b, c, d, or e:

- A. A Paint-by-Numbers System to Write a Book to Take Your Business to the Next Level—FAST!
- B. A Paint-by-Numbers System to Write a Book That Leaves Your Legacy—FAST
- C. A Paint-by-Numbers System to Write a Book That Grows Your Business—FAST
- D. Paint-by-Numbers System to Write a Book to Share Your Ideas—FAST
- E. Paint-by-Numbers System to Write a Book that Brands You as an Expert—FAST

Download a printable version of this worksheet at www.WriteYourBookInAFlash.com/worksheets

This looks pretty simple, eh? Actually, there's a lot going on here you might not realize.

Let me point out the key tactic. Use the letter system (a, b, c, d, or e). That way, people simply type a letter. If you didn't have the letter, they'd have to type the title. They might not do that, because typing takes more time. Also, they might inadvertently type it incorrectly. That can happen easily if you have several titles that have the same words but in a different order as my sample shows.

Also, notice the phrase, —Which of the following titles would compel you to buy the book. That is a lot different from asking, —Which title do you like best?!

This seemingly simple message has hidden elements you might not appreciate at first glance. Carefully follow this model to get the info to select the best title.

Your Book Title Becomes Your Brand

Once you have a great title, make sure you own all the intellectual property around it.

Before you announce your title to the world, make sure the title is available as a website and on Facebook. If someone else has bought that name, you might want to find a different title. If you use the same name, there could be confusion.

—Your title should also be the trifecta: book title, speech title, and dot-com URL, all the same, said Henry DeVries of Indie Book Publishing. To check for a title, go to www.whois.com and type the name in the search tool. You'll see if the name is available. This tool also shows the availability of alternative domains such as .info and .net. You might decide to use those domains.

To check Facebook, simply go to Facebook and search for your title. You could adopt a tactic from Hollywood, which adds —movie to the title (i.e. —FlashtheMovie.com). You could add the word —book to the title (i.e. —FlashtheBook.com). This might not be the most elegant solution, but if you love your title, this tactic might help.

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 BrianJudbookapss.org)
September 17: Patrina Dixon — Preparing Financially To Write And Self-Publish
October 15: Joel Samberg — The Joys and Terrors of Being a Writer



CAPA SOUTHEAST (Groton)

(These in-person meetings begin at 6:30 pm at the Groton Library. For more info contact Patti Brooks, pattipattibrooksbooks.com)
September 19: Speaker and topic to be announced
October 10: 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, jkeeney9267spamarrest.com)
September 12: “Create a Website that Really Pulls,” by Jeniffer Thompson
October 17: 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 BrianJudcomcast.net

North Haven Fair	Sep 8 5:00 pm – 10:00 pm
Old State House Farmer's Mkt	Sep 9 10:00 am – 2:00 pm
Cheshire Fall Festival 2022	Sep 10 10:00 am – 4:00 pm
Suffield on the Green	Sep 10 10:00 am – 5:00 pm
Cottage at Main Pop Up Shops	Sep 10 11:00 am – 4:00 pm
East Windsor Ice Cream Social	Sep 10 11:00 am – 4:00 pm
Wethersfield/Elks Lodge	Sep 11 10:00 am – 3:00 pm
Harvest Moon Festival	Sep 16 11:00 am – 8:00 pm
Town Players of Newtown	Sep 17 8:00 am – 4:00 pm
Litchfield Cty Artisans Festival	Sep 17 10:00 am – 4:00 pm
Simsbury Arts & Crafts Festival	Sep 17 10:00 am – 4:00 pm
Stonington Borough Art Walk	Sep 17 10:00 am – 3:00 pm
Watertown Fall Festival	Sep 17 10:00 am – 4:00 pm
Newtown Arts Festival	Sep 17 11:00 am – 5:00 pm
Seymour Pumpkin Festival	Sep 18 10:00 am – 5:00 pm
West Haven Apple Festival	Sep 23 all-day
Colchester lions Craft Fair	Sep 24 9:00 am – 3:00 pm
Arts of Tolland	Sep 24 10:00 am – 4:00 pm
Litchfield Arts Festival 2022	Sep 24 10:00 am – 5:00 pm
Bristol Mum Festival	Sep 24 12:00 pm – 9:30 pm

Top Ten Causes of Poor Sales

Over 1,500,000 ISBNs were assigned in 2021 for content in various formats (printed, ebooks or audio books), yet less than one percent sell enough books to be considered profitable. While there are many causes of these circumstances, here are the **Top Ten Causes of Poor Sales**:

1. Content that is poorly written and/or unedited
2. Poor production quality in terms of cover design or page layout
3. Too little or poorly implemented promotion
4. Obsolete or inadequately researched content
5. Bad timing of introduction or promotion
6. Meaningless or confusing title
7. Content not based on market need and with no competitive differentiation
8. Improperly priced
9. Selling only through bookstores, ignoring special-sales buyers
10. Poor or no planning and budgeting



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