



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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November 19 CAPA Meeting — In Person!

Building a Character

By Luca DiMatteo

A good story has characters that readers understand. A great story has characters that readers relate to. Our characters set and carry the story by how they interact and react. I will share my technique for creating characters that readers love and love to hate.



Meet the November Member of the Month—

Chad Tranter

By Joe Keeney

Chad is an eighteen-year-old member of CAPA who has always wanted to write as far back as he can remember. He said, "Writing will forever and always be my favorite thing in the world. I've dedicated my life to the craft, and I will never regret the path I've chosen as an author." He feels this way because he discovered he is a constant daydreamer fueling his mind with creative ideas.

Chad remembers fondly, toward the end of the eighth grade, that he decided to put his daydreams into stories. He recalled, "I was hooked. I sat in my classes each day, longing for that forty-five-minute period of free time when I could write ideas from my daydreams.

He authored various short stories from that experience for fun and practice. Now at 18, he is concentrating on his first novel,

Spark Stryker: The Rising Son. It's a young adult sci-fi/fantasy that takes place in a galaxy with only two planets. The races on each of these planets are caught up in an endless war going on since the dawn of time.



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Guy Achtzehn
Adele Anessi
Victoria Buitron
Gabi Coatsworth
Mike Delucia
Brian Feinblum
Marika Flatt
George Foster
Brian Jud
Eric Kampmann
Joe Keeney
John Kremer
Elaine Kuzmeskus
Pam Lontos
Roger Parker
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Chad Tranter

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October 2022 SW CAPA Report

By Joe Keeney

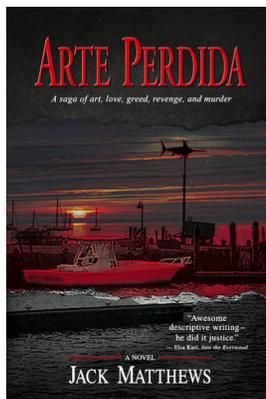
Ten members attended the SW CAPA meeting held on October 10th. Brian Jud sponsored and moderated the Zoom meeting.



Author Jack Matthews shared great ideas for selling books locally – in the town where the author lives and selling them cheaply: The title of the talk, Market Your Book for Less, showed, for example, how to create a book trail (like the wine trail in CT) with local businesses. He also talked about fairs and giving talks to restaurant and senior assistance homes.

Jack is experienced in marketing with a non-profit organization and teaching marketing at Goodwin University – where he developed marketing courses. He is currently running a free Writer's Workshop at Middle Haddam Public Library and is helping a dozen authors develop and market their books.

Jack is the author of *Arte Perdida*, a saga of art, love, greed, revenge, and murder that spans three decades, two continents, and four countries.



He was the CAPA Member of the Month for September in the *Authority* newsletter. He was also a guest on a Podcast with CAPA

Vice President Elsa Kurt: "Inside *Arte Perdida* with Jack Matthews." You can contact him at jack-matthewsauthor@gmail.com.

Marketing Tip

Three strategies for developing or entering new segments.

- 1) Create a unique value proposition through brand or author extensions.
- 2) Market expansion. Find new uses and users for your content to mine additional sales in the same segment.
- 3) Targeted promotion. Focus on the unique benefits of your content for people in each segment.

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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Co-Founder (CAPA)	Jerry Labriola	Labriola00aol.com
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Publicity Director	Liz Delton	lizlizdelton.com
Networking Director	Position Open	
Special Events Director	Position Open	
Past-President, Advisor	Roberta J. Buland	rjbulandcomcast.net
Past President, Webcasting	Steve Reilly	sriles40aol.com

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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Chad is careful in how he writes and edits Spark Stryker: he uses a smaller font size, his chapters don't exceed 5 – 6 pages, and he stays away from complex words. He explained that he didn't want to make his readers feel dumb and he knows what would deter himself from reading a book.

Chad knows what his readers want so he crams his pages full of action-packed fights, intense situations, and emotional / mind bending character development.

Chad shared that he did not know what teachers expected from him and he was a mediocre student, he was diagnosed with ADHD by the Foreman School in Litchfield, Connecticut. By the end of the Junior year, Chad became serious about writing and his life changed. By the end of his senior year, he was getting straight A's and exceeding the expectations of all his teachers.

He is proud of the fact that he was the highest-ranking English student out of a class of seventy+ students and earned the Forman School English department award. It is the highest honor a student, specializing in English subjects, can receive at my school.

Chad's advice for the novice: You should never be afraid to express yourself. Instead of being intimidated to draft a full-length book, poem, or short story. First break it down into sizeable portions; and never be afraid to use your imagination.

SWCAPA Speaker

November 14, 6:30 pm

How I Sold Thousands of Books

By Mike Delucia

Mike shows you the money and time he's lost through ads, and the actions you need to take to sell books.

He begins by explaining what a book manager is, and how you can become one. You'll learn to see, through new eyes, the marketing of books through Twitter, Facebook and speaking gigs.

Mike Delucia began his career as an actor and entrepreneur and then started teaching theatre and high school English. He is an avid sports player and fan who as an independent author published his first book; an award-winning historical novel in the forties: *Madness, the Man who changed Basketball*. He followed by publishing: *Boycott the Yankees: A Call to Action by a Lifelong Yankees Fan*. And more recently, *Setting a Score*, a short story, and the novel that grew from it, *Being Brothers*. Look for the author's recent novel, *Born for the Game*.

The link to attend the meeting is: <https://us02web.zoom.us/j/6762224705>

Artisanal Prose

"The Art and Discipline of Revision"

By Adele Annesi



Throughout the historical fiction novel workshop I've been teaching at Westport Writers' Workshop we've been focusing on the seven elements that appear in all fiction but are hallmarks of historical fiction: character, conflict, dialogue, plot, setting, theme and world building. About halfway through our fall workshop series, one of our writers realized that after weeks of reading her colleagues' submissions she didn't know what the characters in the various stories looked like. Nor was she sure that she had rendered her own main character thoroughly enough throughout the story so that her colleagues knew what her main character looked like. We knew what the character was feeling and thinking, but as to physical characteristics—oh, my!

The more we considered the notion of how to depict a character's physical description, the more we realized how hard it can be to get a sense of how our characters look, not just at the start of the story when we may still be working those details out but also in the key moments of their lives and over the passing of time.

So, character descriptions, what to do?

First, to be fair, it has been a busy season for all our novelists, with some lack of continuity in workshop participation and submissions. This isn't unusual with busy writers who

Author Attitude Adjustment Time

By Brian Feinblum



As we just fixed our clocks to account for the “fall back” daylight savings ritual, authors need to now adjust their attitude. That’s right, my creative, visionary wordsmiths: Change your approach to how you view the practicing of your craft.

You simply don’t have the luxury to just write — and then abandon efforts to market yourself or sell your books. Your attitude needs a tune-up.

The vast majority of books will not see daylight. They will not sell more than a few hundred copies, and many of those sales will come over a period of a year or two from people connected to the author, including friends, family, colleagues, neighbors, alumni, church members, and social circles.

You want to sell more books, right?

Change your attitude.

Everything in life starts with your attitude.

Are you optimistic or pessimistic? Confident or insecure? Courageous or fearful? Competitive or laid back? Initiate vs react? Do you smile and laugh or frown and cry? One’s personality derives from their attitude. Your attitude gets shaped by your DNA, environment, childhood, how people react to you, and

luck. I am not a freaking psychotherapist — and I know a quiet, shy, or insecure person can’t just change their stripes simply because I demand that they do. Let’s get real. But all authors can do better — and should.

Improve at your own level. Believe in yourself and book. People rise above self-imposed limitations and societal boundaries and overcome challenges when they are forced to, when it is not a choice but a necessity. Fight or flight. You need to realize there is no wiggle room when it comes to marketing your book. You simply have to promote and sell your book — or you will die.

I implore you: Do something! Now. Tomorrow. And again. Start by changing your attitude.

Book Marketing: My Experience

Ron Roman

When Brian asked if any of us were interested in writing something about book marketing, I drew a blank. Momentarily. Why’s that, you

ask? Because I’m still not sure precisely what differentiates marketing from, say, publicizing. To me, marketing is something, traditionally at least, that publishers do almost exclusively, unless, of course, one is self-publishing. Anyhow, since *Of Ashes and Dust* is my debut thriller novel to be released 22 November by Histria Books, this has all been a steep learning curve for me. Here are a



few takeaways that I’ve experienced....

I was always under the impression, mistakenly in hindsight, that authors

wrote the books and that was it; their publishers took over from there. That was the way it was back in the 20th century. Pretty naïve to still think that today, eh? I had submitted my manuscript for two weeks shy of two years and went through 65 publishers and more than that many agents before landing a contract with a traditional publisher. One thing I did find out: My publisher accepted my manuscript because I had indicated interest in my query that I would hire my own publicist. Hmm. And hire one I did—one from the three Brian had recommended personally to me. (No, it wasn’t Marika Flatt, today’s excellent guest speaker on Zoom.) And none of them ain’t cheap! (I had been under the impression from best-selling authors like Kristen Kathryn Rusch, author of the classic *Discoverability* [2014], that you should never pay for a publicist, a personal assistant, yes, but not a publicist. It wasn’t worth it in her opinion. Cf. Ch. 5.) But I had little choice.

That said, the first thing we did was to set up a writer’s website (www.writerronroman.com) to include my book’s video trailer. Got it made by a Fiverr professional for \$225; other professional studios charge a helluva a lot more with hardly any more improvement. Grab a peek. Judge for yourself. Tell me what you think. A



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Artisanal Prose

Continued from page three

have, well, lives. But one very real downside to lack of continuity is that we sometimes forget how our colleagues' characters look. Since readers rarely read a novel in one sitting, this is a problem for them, too.

Second, if you're working in long-form fiction — novel, novella, novelette — at some point you're in the process of generating pages. This usually means placing a priority on moving the story forward. While this makes sense, one causality of word count and trying to get the plot down is description. Scant descriptions are a reality not only for characters but settings, too.

One way to address description is to consider in the context of two craft elements: characterization and setting. Both of these — who people are (and how they look) and what the story world is (and how it looks) — need to be established from the start of the story.

It's also important to describe characters and settings as they evolve over the course of a story in general and how they appear in key moments in particular. This will draw readers further and further into the story as it unfolds, a key point of reader engagement. Ongoing description also enables writers to better understand and depict their characters, settings and stories.

So, what if we find ourselves with scant descriptions? If we're working on a first or an early draft of a novel, we can keep in mind that detailed descriptions are often more easily developed in second and subsequent drafts. By then, we've made progress in page and word count, and we know the story, setting and people better.

Given the realities of life and rather than break momentum, it's sometimes best to make notes to ourselves about the importance of characterization and setting as we're writing. We can do this right in the text as we're writing or keep a separate list. Then as we revise our work, we can find those places where we need to amplify descriptions of people and places, as appropriate for that point in the story.

Last, we can recall what Janet Burroway said in *Writing Fiction*: Details are the lifeblood of fiction. To use this craft element well, we must remember two things. Details must be concrete, and they must be germane to what the story is about, its theme. This is why details are often easier to fill in after the first draft.

When it comes to developing our description skills, we can thank our colleagues for their attention to detail and their powers of observation. We can also thank them for not ignoring what may seem obvious but often gets back-burnered for the sake of expediency. This may be the right thing for a first or an early draft. But physical descriptions, especially throughout a longer work of fiction, are critical because they show the passage of time and its effects and the effects of events of the story as well. This will keep readers — and writers — engaged and learning the whole way through.

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

Book Marketing: My Experience

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graphic video of your book is a great promotional tool, maybe even gimmicky, but an effective tool in addition to any social media presence.

Since then, I've been working diligently with *both* a paid personal assistant, as Rusch recommends, and Brian's own recommended publicist. Good idea? I'll find out and let you know in a couple of months!

One Way to Build Interest is to Speak About Your Book

By Pam Lontos

Whether you get paid \$5,000 for a talk or do it for free, you can sell tons of books whenever you give a talk. After you speak on your topic, the audience wants something more to take home with them so they will buy your book immediately and want you to autograph it for them.

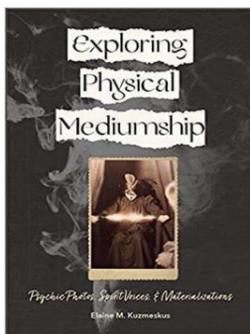
Sell books immediately after your talk! Don't wait until the lunch break or between programs. People are in too much of a hurry to get somewhere else and will cool down quickly. Here are some places to consider speaking and selling books:

- Libraries
- Junior Colleges
- Chamber of Commerce
- Association Meetings
- Company meetings
- Church Groups
- Local Associations (Elks, Lions, Rotary, Kiwanis,

CAPA Member Celebrating Success

Gabi Coatsworth says, “The Norwalk Public Library is excited to announce that the 6th annual Local and Indie Author Celebration Day returns to in-library visits by nearly 100 Connecticut writers, including many CAPA members, double any previous year’s offering. The events will take place on Friday, November 4, and Saturday, November 5, from 10-5, and will include activities for all ages of readers at the Norwalk Public Library, 1 Belden Avenue. Activities include panels for authors, including Paths to Publishing, Memoir writing, Fiction, and more.”

Elaine Kuzmeskus has a new book! *Exploring Physical Mediumship: Psychic Photos, Spirit Voices & Materializations*. Physical mediumship, where spirits of the departed speak or interact directly with the living, is a rare but very real phenomenon. In this fascinating book, Elaine Kuzmeskus retraces historical séance sessions and retells firsthand accounts of spirits reaching from beyond the veil so that we, the living, can better understand what happens in these encounters and why.



Written by a college professor and skilled practitioner, it includes a comprehensive review of physical mediumship that covers psychometry, billet readings, slate writing, electronic voice phenomena, spirit

cabinets, trumpet mediumship, materialization, and much more. Available on Amazon.com and Elaine’s website: www.theartofmediumship.com.

Victoria Buitron said, “The call for submissions for the Connecticut Literary Anthology is currently open now until November 15th. There is no age restriction, and you can find more information here: <https://www.woodhallpress.com/submissions>”

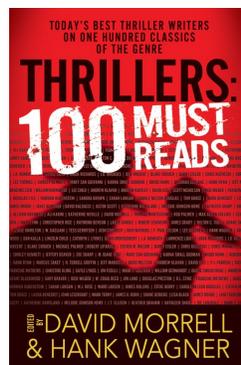
The Cover Story

By George Foster

This cover must display the names of 100 of today’s best thriller writers, all of whom wrote an essay for the book. This is accomplished by using all of their names as a screen, as if looking through a window, to reveal the lurking figure outside. The effect is unifying, creates a strong visual, yet lets each name be legible. This is an example of the power of giving visual meaning to the words on a book cover. When words and image become one.

(George Foster has designed the covers for more than a thousand books and is contributing author to *1001 Ways to Market Your Books*.

Contact him at www.fostercovers.com
george@fostercovers.com,)



The Very Idea

To check out books at most libraries, all you need is a library card, But this isn’t any ordinary library. You’ll need a canoe, kayak, paddle board, or inner tube to visit the Floating Library, which sits in the middle of Cedar Lake in Minneapolis, Minnesota.



The hand-built wooden raft holds about 80 artists’ books and is staffed by friendly librarians to guide you. Visitors can read while bobbing alongside the Floating Library, or they can actually check out the books, zines, and chapbooks, then return them at one of the designated boxes around the city.

Do you want a different way to distribute your books? Can you create a unique way to do that?

Review Copies

By John Kremer

Send out review copies to make subsidiary rights sales. The quicker you send them, the less chance the editor or buyer will have to lose interest in your book. In most cases, these review copies must be in the hands of major rights buyers at least six months before publication date so they have plenty of time to make a decision and schedule their use of the rights they buy.

The Real Advantage

By Eric Kampmann

There is nothing quite as deadly to publishing as the “artificial deadline.” Remember this is the book business. We are not entrapped in the horrific daily deadlines of newspapers or the weekly or monthly deadlines of magazines. Books do have publication dates but frequently these dates are not seasonally driven, nor should they be.

The beauty of the book-publishing process is that it is more than acceptable to publish a book when it is ready.

Yes, the big retailers want predictability, but still that does not tie you down to a certain month or time of year. Furthermore, the independent publisher has a significant advantage over their bigger brethren because, unlike the folks at the giant publishing firms, you are not tied down to an assembly line approach

to getting the book out and marketed.

The smaller publisher has the longer runway and if by chance the book is slow to take off, well you have plenty of time and space to still launch without crashing and burning. And yes, there are better and worse times to publish and yes, there are lead times, but if you need a longer gestation period, well, take it. And if you need a year to properly market your book, then take the year. Great journeys can begin with small steps.

if you follow the advice shared below, you can also easily say the shortened URLs during conversations and interviews. For example, note the before-and-after example, below, showing a blog link compared to a computer-shortened version:

Before. <http://blog.publishedandprofitable.com/choosing-the-right-title-for-your-book/>

After. <http://tinyurl.com/yehxxkj>

An even better alternative: Tinyurl.com also allows you to create custom URLs that make sense, making them easier to say and more relevant to your readers or listeners. In the example above, however, you could enter: <http://tinyurl.com/booktitles>.

Note: if the alternative you enter is not available, you can quickly and easily try out different alternatives until you come to one that's both easy to say and easy to remember.

Shorten Your URLs

By Roger Parker

One of the most useful free utilities on the web is www.tinyurl.com. Tinyurl.com shortens long URLs, like those created by blog posts and shopping carts, and reduces them their length. Using Tinyurl.com, you can easily add the longest URL to your e-mail and blog posts. And,

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



CAPA CENTRAL (Avon)

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

To be a speaker or for more info contact BrianJudbookapss.org)

November 19: *Building Characters that Come Alive*, By Luca DiMatteo

December 17: Annual Holiday party



CAPA SOUTHEAST (Groton)

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

Brooks, pattipattibrooksbooks.com)

November 21: Speaker and topic to be announced

December 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, jkeeney9267spamarrest.com)

November 14: *How I Sold Thousands of Books* By Mike Delucia

December 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 BrianJudcomcast.net

12 th Holiday Artisan Craft Fair	11/10 -11/20	VERNON
3 rd Continuum Holiday Bazaar	11/12	NEW HAVEN
Craft Fair & Baked Potato Sale	11/12	SOUTH WINDSOR
Holiday Welcome Craft Festival	11/13	NORTH HAVEN
Autumn Craft Festival	11/20	SOUTHBURY
Holiday Craft Festival	11/27	NEWTON
46th Craft Show	12/3	COVENTRY
Shelton Holiday Craft Festival	12/3	SHELTON



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

Marketing Tip

By Guy Achtzehn

What is your ROI (Return on Impact). The number of books sold is not a measure of impact, which is not measured in sales or dollars, but in change. Writing a book does not create change in the reader. Selling a book does not create change – it delivers the message, waiting for action. The desire and action to change has to come from within the reader – your content is the catalyst. Rarely will reading your book be a consistent change motivator. To have real impact, provide multiple, follow-up products such as a blog, podcasts, consulting, seminars, etc. to maximize the impact of your message and provide consistent motivation.

