



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

Volume 29 Issue 12 <https://ctauthorsandpublishers.com> December 2022

December 17 CAPA Meeting — In Person!

Our Annual Holiday Party

Our annual Holiday party will be in our regular meeting room at the Avon Senior Center, 635 West Avon Road, Avon, from 10:30 am to 12:30 pm. There will be a door prize (B&N gift certificate) and CAPA will provide sandwiches and drinks. We ask that people bring an item to share.

Come to the party and network with other authors and have a fun time!



Meet the December Members of the Month— Matthew and Paula Goldman

By Patti Brooks

Yes, Matthew and Paula Goldman of Griswold are writers, but they have experienced so much more that both contributed to their writing and to what they are.

Matthew grew up near the Connecticut River where he paddled his canoe and sailed his boat as a boy. These activities led to writing +/-700 word non-fiction columns for boating magazines taken from his adventures while sailing his 26' sloop, *Moonwind*, around Long Island Sound, Buzards Bay and Narragansett Bay.

Later Matthew compiled some books on boating that were a collection of 90-sine columns plus illustrations.



Hmmm, “illustrations.” Now where did they come from? Well, Matthew’s Dad was a mechanical engineer and taught Matthew mechanical drawing. Today Matthew uses this talent to create cards and he illustrates books for authors.

Matthew also wrote about his life

Inside This Issue

CAPA Board of Directors	p. 2
SW CAPA Nov. Report	p. 2
SW CAPA Dec Speaker	p. 3
Artisanal Prose	p. 3
Book Marketing Lessons	p. 4
Celebrating Success	p. 6
Writing Tip	p. 7
Upcoming Meetings	p. 7
Fail to Success	p. 7
Marketing Tip	p. 8
Co-op Connections	p. 8

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Paula Goldman
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Joe Keeney
John Long
Caryn Oresky
Sarah Ritter
Ron Roman

Continued on page 3

November 2022 SW CAPA Report

By Joe Keeney

Ten members attended the SWCAPA meeting held on November 14th. Brian Jud sponsored and moderated the Zoom meeting.



Author Mike Delucia sold thousands of books. He talked about actions you should take to sell books, and buying ads is not one of them. Most of his selling success comes from finding the right speaking gigs followed by the proper use of Twitter and Facebook.

Mike began his career as an actor and entrepreneur and then started teaching theatre and high school English. The Indie author pub-

lished his first book, an award-winning historical novel in the forties, *Madness, the Man who changed Basketball* followed by *Boycott the Yankees: A Call to Action by a lifelong Yankees fan*. He also published *Being Brothers* and short stories.

Mike can be reached at his website:

www.booksbymikedelucia.com
and his Amazon Author page,
www.amazon.com/author/mikedelucia.com.

Getting the Most Bang for the Buck from Your Book Cover

SW CAPA Presentation
Dec 12, By Joe Keeney

You'll consider re-doing your book cover after learning some tricks that can make your cover more marketable.

We begin by showing how an easy-to-apply system can open your subconscious mind and give you answers needed to stage your cover – you'll learn why logic does not work. Next, See how easy copywriting is to use on the back cover, and is a must, if you intend to sell more books.

Joseph Keeney is a publisher and book production person who has had the opportunity to discover what works and what doesn't. His cover for *Eco Spasm* for author/CAPA member Robert Radin attracted the attention of DreamWorks (movie production company). Also, authors told him that their books sold only because of the cover.

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 dbmeredith@charter.net

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

CAPA Board of Directors

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Meet A Member

Continued from Page 1

on the water in his *The Journals of Constant Waterman: Paddling, Poling, and Sailing for the Love of It* and *MoonWind at Large: Sailing Hither and Yon*.

In 2010, Matthew combined his writing and drawing talents and created *Landmarks You Must Visit in Southeast Connecticut*. Both this book and the next *More Landmarks You Must Visit in Southeast Connecticut* have dozens of Matthew's original black and white illustrations and his hand drawn maps.

Recently Matthew joined the Artists' Cooperative Gallery of Westerly. About fifty artists make up the group located at the train station. One to five members volunteer 4 hours a month tending shop.

Twenty-seven years ago Matthew met Paula through a notice in *Friends*, a dating magazine.

Paula, a nurse, spent her career with dementia patients. She worked in a geriatric day care in South Kingstown, RI. Paula got involved with the children's day care was on the same property. This led to Paula's first book, a children's' Christmas story *Chrissie's Tree* that was turned into a coloring book.

Today Paula is finally working on her first adult book, *Out of the Victim Box*. Paula feels she had to wait all these years to write this book because much of her material came from working with her patients (whom she felt needed to die in order to talk freely about their situations). She writes in pen and ink, eventually transferring it

to a computer.

Since she moved into the "writing mode," Paula has also started writing a murder mystery.

Paula is also a bishop in a spiritual ministry that prays for those who request help online.

And, if that isn't enough to fill her days, in this time before Christmas, Paula can be found knitting, making jewelry, etc for those in need, a project handled by Slater Library in Griswold.

It was a treat to interview this intriguing couple and I'm sure we'll be hearing more about in the year to come.

Artisanal Prose

"Seven Keys to Writing Captivating Genre Fiction"

By Adele Annesi

Seven key elements of writing genre fiction are character, conflict, dialogue, plot, setting, theme and world building. Here are points to ponder from sections of and contributing writers to *Now Write! Science Fiction, Fantasy, and Horror*, plus exercises, for speculative fiction and all genre work.



Credibility

Credibility, by Vincent M. Wales
"One of the most important aspects of a story (and of an author) is credibility. This is an important trait that's not hard to gain, but easy to lose. And few things can ruin credi-

bility like factual inaccuracy."

Exercise: Select a favorite novel or short story that includes facts about the story world. Note how these facts impact the story world and help create it.

Creativity

Creativity on Demand, by Steven Barnes. "The key to brainstorming is that you must give yourself specific permission to come up with absurd answers. Otherwise you will think only in a direct, linear path, and miss the chance of a high-level breakthrough."

Exercise: Ask yourself which aspects of your story you're grappling to present because they seem to fantastical to include. Then consider which characters the story elements impact and how. Begin weaving the realities into a plot list to concretize new directions for your story.

Beginnings and Endings

Begin at the End, by Michael Dillon Scott

"... in my experience, even those [writers] who do not plan their stories have an ending mind and will work toward that particular conclusion ... All writing is a journey toward a destination, that final page in the story. Like any journey, it makes perfect sense to begin with a destination in mind. The entire story becomes a lot easier if the ending is written."

Exercise: Your story may already have a beginning and an end. If so, ask yourself how the two inform each other. Then consider ways to deepen both. If you're stuck for a beginning, ending or both, consider starting the story in the middle of a scene. To create the scene, sit for a moment, eyes closed, and allow yourself to

Continued on page 5

Authors: Who Is Your Targeted Reader?

By Brian Feinblum



Who will ideally be your targeted reader? What Gender? What age? What race? Which religion? Where does this person live? What is his or her habits? Level of education? Wealth status? Political affiliation? Pet owner? Has kids? Body shape and size? Hobbies? Values?

Authors looking to reach their potential marketplace must identify who their reader is, and how to appeal to them, and where to find them.

Knowing who your reader is will inform you on:

- Where to advertise
- Which news media to pitch
- Which social media connections to make
- Which conferences to attend
- Where to seek speaking events
- Which book awards to pursue
- What your marketing materials should represent
- What to say and how to say it so your targeted reader listens

Where does your reader shop: online, mail order, brick-and-mortar, or events? Exactly which sites or places does your reader visit? What's the state of mind, preferences, styles, needs, or desires of your reader? Who or what will influence your reader-- a review, an influencer, a news story, an ad, or something else?

One of the best and most affordable ways to reach your targeted reader is to network online.

Here are your steps that will be needed to succeed:

- Join several social media platforms.
- Pepper your profile, hashtags, and posts with the keywords needed to draw your targeted reader in.
- Get on a consistent and frequent posting schedule.
- Search each platform for groups, companies, organizations, or individuals that match the targeted reader demographic that you've identified.

Continued on page 6

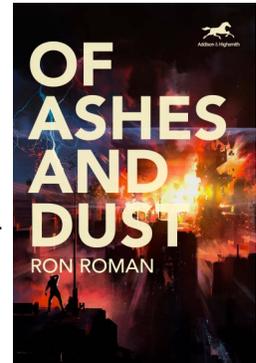
Book Publicity & Marketing: A Couple of Things I've Learned

Ron Roman



My alternate-history apocalyptic doomsday thriller *OF ASHES AND DUST* was just published 22 November by Histrion Books. Recently two things have stood out: quirks associated with liter-

ary reviews and quirks associated with production of video trailers for publicity.



My publisher and I submitted to several review publications. Not all have responded yet. But a couple have with markedly contrasting views! One, a lesser-known source that will remain anonymous, stated that the book was “rambling”: two stars out of five. Ho-hum. Can't use this in publicity ads, can we? The other from the Big One, *Publishers Weekly*, says, “Distinguished by sparkling prose and an immersive narrative style, Roman's story of liberty and revolution offers readers more than a vision of an American dystopia and a terrifying global conflict, reflecting the faultlines of real-world politics. His descriptions of the state's increasing encroachment on civil liberties have persuasive power, as does his plausible portrayal of the failure of governance and a gradual descent into anarchy. The subtle hints of Mark's attraction for Will and Kimiko's understated disapproval, perhaps instinctively sensing him as a rival, highlight a nuanced, even elegant portrayal of a relationship. Also delightful is the author's depiction of petty rivalries in the English department....”

Continued on page 5

Artisanal Prose

Continued from page three

imagine the scene, no matter how strange it may seem. Let it play out a bit before taking notes.

World Building

Humming the Sets: World Building That Supports the Story, by Melissa Scott. “There’s an old joke about musical theater that seems perennially relevant to discussions on world building ... no matter how good a designer you are, no one leaves the show humming the sets ... This is part of persuading readers to suspend their disbelief: the buildup of solid, consistent details that seem to follow logically from the choices you’ve made; and to make it work, you have to know your imaginary world inside and out. The other reason for knowing your world in detail is that it helps you learn about your characters ... The more you know about the world, the more fine detail you can add to your picture, the better you understand how to shape your characters’ lives and choices.”

Exercise: Ask yourself which aspects of your story or characters is least clear. Then consider why this is and what might be missing that would fill in *and* clarify the picture.

Setting

Leaping into Landscape, by Wendy Mewes
“Take forest, with a dual personality fruitful for fantasy ... Shelter also becomes concealment, and the forest’s semi-magical powers of transformation and regeneration challenge our very sense of self. Hidden from the sun, we literally lose direction and the balance of life suddenly shifts. [However] Forest is never destination, but a step on the path, a setting for adventure and challenge.”

Exercise: List the various aspects of your story’s setting. Next to each item note its metaphoric values. Keep the list handy as you revise your work.

Drama

Writing Is Seeing, by John Shirley
“Verisimilitude, believability—that’s a key to persuading a reader that what you’re describing is real. Where do you get it? From observation—from observing yourself, people around you, the world around you ... Being ‘in the moment’ helps you see things as they are—and it may bring you insight into the human condition ... A good writer can find the human dilemma, the human condition, in any situation, because it’s always there, if you’re really looking closely.”

Exercise: List the main character(s) in your story. Next to each list the dilemmas the person faces. Next to each dilemma note the possible outcomes that could result. Consider these realities as you revise your work.

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 Away* (Bordighera Press, 2023).

Book Publicity & Marketing

Continued from Page 4

Takeaway: A realistic and captivating novel about three people and their struggle to survive an apocalypse.” Production Grades were given straight A’s as well.

Takeaway: Literary reviews are like beauty pageants. Somebody’s hottie is another’s ugly dog. (You’re supposed to laugh. Incidentally, the “depiction of petty rivalries in the English Department” really is based on my more than four-decade-long college teaching career—really something to laugh about!) That said, we writers shouldn’t necessarily have to take reviews seriously; unfortunately (perhaps), our publishers do. Next up: video trailers....

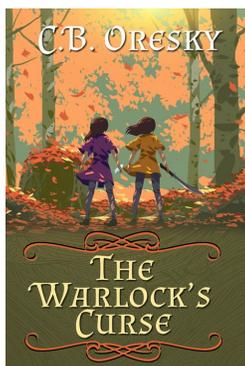
Grab a gander of my 1:08 video trailer at www.writerronroman.com and tell me what you think at ron_g_roman@hotmail.com. Had it made at Fiverr for \$225. Sure, more professional productions are available at places like Book Candy Studios/Georgia for \$1,300 at only 45 seconds, but I’ve already hired a very expensive publicist. No rich boy, me.

My fellow authors at the national Authors Guild (AG) think the trailer narration (too flat?) should be redone. I’m thinking of a makeover. What do you think? Agree? Why?/Why not? Let me know. Thanks.

CAPA Members Celebrating Success

Daniel M. Howell said, "Since attending the book fair as a Vendor, I launched my children's book Oct. 27th at the Next Chapter bookstore and was featured in CT Insider. Thank you for the opportunity to spread the word or "Good" nights with The Four Bees - Bee 4 Goodnight."

Caryn Oresky said about her book, "Clara and Angelica Grace have never met ghosts. They've never sailed on a tall ship, ridden wild unicorns, or fought with magical weapons. Instead, the teenage twins have a wretched existence, ignored by their troubled parents in a rundown home and tormented by the town's snobs.



Everything turns topsy-turvy all of a sudden when discovery of an ancestor's hidden journal with an odd key to an unknown door leads them into an entirely different realm.

The girls go on a thrilling oceanic voyage to search for mysterious whales, train with a seasoned warrior, and are befriended by a wise Master. But all is not a bouquet of lovely lilies...they are hunted by a cunning warlock and must rid themselves of *The Warlock's Curse*."

Dick Benton said, "Book 8 of the Conflicts anthologies published in early September. It is the last book in that series and likely the last book I will publish. With that and my three previous novels, I have a publishing history of eleven books. I turned 84 in August and believe that a change in direction is warranted. It's not that I am retiring from writing. Far from it. However, my several hundred true stories, articles and travelogues need work and my focus will be in that direction from this point. They are mostly family oriented and have been idle for much too long, so I am transcribing the stories that deserve rewriting and will eventually put them in a collection for family history."

Frances Gilbert has just released her latest book ... *Will he Come?* ... a Christmas read aloud for kids of all ages ... on a lonely farm in the Highlands of Scotland a little boy is worrying about Father Christmas ... will he come? ... based on a true family story ...

Adele Annesi has a new post on Jane Friedman's Blog, "An Argument for Setting Aside Arc in Story Development" <https://www.janefriedman.com/an-argument-for-setting-aside-arc-in-story-development/>. Adele will also co-lead a new seminar-workshop with director Joanne Hudson on Fabulous Film Techniques for Fiction and Memoir Sat., Feb. 11, hybrid in-person and online for Westport Writers' Workshop. Adele is also a film screener for Ridgefield Independent Film Festival <https://www.riffct.org>.

Sarah Ritter said, "I just recently published my first illustrated children's book: *Dad, Won't You Walk With Me?*

(<https://a.co/d/9QzAWkr>). In

this book, a young girl invites her dad to walk with her through the most important events of her life. Together, they experience the highs and lows of her life as she matures from a young child to a bride-to-be. This book is dedicated to my dad, and is based on a poem I wrote for him."



Your Targeted Reader?

Continued from Page 4

- Engage your targeted readers.

All of your interactions need to:

- Be positive
- Sound authentic
- Provide resources
- Be reciprocal
- Direct people to your website in a non-salesy way
- Be truthful and respectful
- Be informative, entertaining, inspiring, or enlightening
- Make people want, question, laugh, love, think, feel

Lastly, acknowledge that out of 337 million Americans, you are trying to find the .001% that would allow you to make your book sales wildly successful (300,000 copies sold).

How to Fail Your Way to Success

By Scott Adams

Scott Adams, in book, *How to Fail at Almost Everything and Still Win Big*, gives us some tips for success that seem contradictory to what we have always thought. Instead of finding your passion and setting goals, he suggests that the path to success is based on suffering defeats. Here are his Ten Tips for Failing Your Way to Success.

1. Success is entirely accessible even if you happen to be a huge screw-up 95% of the time
2. Commercial lenders don't want to loan money to someone following their passion because they are in business for the wrong reason and tend to quit when things do not work out. Business success generally goes to someone who has no passion, just a desire to work hard at something that looks good on a spreadsheet.

3. Success causes passion more than passion causes success
4. It's better to have a system instead of a goal. The system is to continuously look for better options.
5. Goal seekers are always short of their goals. They exist in a state of nearly continuous failure that they hope will be temporary.
6. You can't control luck, but you can move from a game with bad odds to one with better odds. Identify your skill set and choose a system using those skills to vastly improve your likelihood of getting "lucky." There is plenty of luck to go around. Keep your hand raised until it is your turn.
7. If your get-rich-quick project fails, take what you learned and try something else.
8. Have an entrepreneurial plan. Create something the public wants that has value, something that is easy to reproduce in unlimited

quantities. Do not try to sell your time because that has upward limits.

9. Good ideas have no value because the world already has too many of them. The market rewards execution, not ideas

10. You do not try to fail, but failure happens when you try new things. You want your failures to make you stronger. But you also should want your failures to make you smarter, more talented, better networked, healthier and more energized.

Writing Tip

"It's uncanny that the degree to which we feel for a character is relative to how much the character changes in the course of the tale."

John Long

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)

December 17: Annual Holiday party

January 21: Glenn Grube, Director of the Avon Library: How to Market to Libraries
(The January, February 18 and March 18 Avon meetings will be held at the Avon Library)

CAPA SOUTHEAST (Groton)

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

December 19: Speaker and topic to be announced

January 16: Speaker and topic to be announced

February 20: 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)

December 12: Joe Keeney: Cover Design

January 9: Speaker and topic to be announced

February 13: 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

12/3	COVENTRY	46th Craft Show
12/3	SHELTON	Shelton Holiday Craft Festival
1/21	HARTFORD	Hartford Home Show
2/17	UNCASVILLE	Southeastern CT Home Show 42nd
2/25	BRISTOL	Bristol Home & Business Expo 36th
4/14	HARWINTON	Vintage Market Days
4/23	STAMFORD	Bridal and Wedding Expo
6/4	HARTFORD	Connecticut Bridal & Wedding Expo
6/4	WESTBROOK	Spring Arts & Crafts Fair 34th
8/5	TONINGTON	Stonington Village Fair 71st
9/7/	HEBRON	Artisan & Craft Show @ Hebron Harvest Fair
9/8	BETHLEHEM	Bethlehem Fair
10/7	WETHERSFIELD	Old Wethersfield Arts & Crafts Fair
10/29	HARTFORD	Connecticut Bridal & Wedding Expo



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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.