



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 30 Issue 1 <https://ctauthorsandpublishers.com>

January 2023

## Jan 21 CAPA Meeting — At the Avon Library (281 Country Club Road, Avon, CT)

### *How And Why To Market Your Books To Libraries* By Glenn Grube

Glenn Grube has been the Director of the Avon Free Public Library for ten years and has worked in public and special libraries for over 30 years. His talk will address how and why to market your books to libraries and how best to leverage current trends in reading habits and library use to improve the chances of your book being added

to library collections and borrowed by library users.

**Note: Our meetings in Jan, Feb and March will be held at the Avon Library.**



## Meet the December Members of the Month— Carol Keeney By Joe Keeney

Carol, a CAPA member since 2004, published a book, *Brand New Teacher, How to Guide and Teach the Early Grades*. After having taught early childhood for many years, she wanted to encourage new teachers with a template for success in the classroom. The book, published in 2005, does just that by covering everything including classroom management, lesson plans, and tips of the trade. At Amazon, the book is available as an E-book. Also, in 2018, Carol compiled a set of fictional stories with the goal of urging young children to become life-long readers. The first of these stories became the book, *Fairy Daze*. The characters in this book become alive and get involved in adventures while living in a fairy

garden. The author's next book, *Mermaid Waves* is a sequel to the first book and follows the same goal: to help young children succeed in reading.

Carol shares that she enjoyed exercising her imagination while writing it. And she shares the example of how Millie Mermaid becomes human in one of the stories and a



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Carol Keeney  
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## December 2022 SW CAPA Report

By Joe Keeney

Seven members attended the SWCAPA meeting held on December 12<sup>th</sup>. Brian Jud sponsored and moderated the Zoom meeting.



Joseph Keeney talked about making the front book covers more marketable by using the subconscious mind to draw design ideas from. Joe added that 95% of all books are sold by creating appeal to the decision-making subconscious mind – so why should authors use logic at all?

Joe promoted a system that makes it easier to go from logical front covers to the surreal. And he added that copywriting is the best way

to make text on the back cover attract more book buyers.

Joe, the director of SW CAPSA, can be contacted at [jkeeney9267@comcast.net](mailto:jkeeney9267@comcast.net):

### SW CAPA virtual meeting, Jan 9

#### How to Bring Your Memoir to Life

Author Sharon Dukett. In this presentation, Sharon will discuss a component of memoir—bringing to life an era during which it occurred. Setting is part of this, but so are characters, experiences, and historical events. Sharon will share with you the ways to enhance this in your story. Sharon, winner of

the Next Generation Indie Book Awards for Memoir – Historical category, is a former programmer, IT consultant, project manager and deputy director in state government. The link to attend is <https://us02web.zoom.us/j/6762224705>

### Marketing Tip

By Guy Achtzehn

“Instant gratification takes too long,” says Carrie Fisher.

Do not give up on your marketing actions too quickly. Give them time to work.

### 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](mailto:brianjudcomcast.net).

Send submissions for the **Meet-A-Member** column to Joe Keeney at [jkeeney9267spamarrest.com](mailto:jkeeney9267spamarrest.com) or Barbara Meredith [dbmeredithcharter.net](mailto: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

### Continued from Page 1

guest at the fairy garden school. Carol is planning her third book, a writing workbook geared to make fiction and non-fiction writing easier for her creative writing students. The workbook will aid her students in creative writing workshops she has held: Monroe Senior Center and the Derby Neck Library.

Besides her workshop students, as an adjunct professor, she taught English at Norwalk Community College and the College of New Rochelle.

With all her experiences in the classroom, She said, "I feel writing is a wonderful creative outlet for all ages! I encourage journal writing. I encourage students to write for fun and not get caught up in self-criticism."

Regarding distribution of books, she publishes them under her husband's publishing imprint, Vested Publishing.

This inspired author has the following advice for the novice writer: Don't accept the first draft. Keep re-writing!

## Writing Tip

### By John Long

"A piece of writing will resonate when it's done. Fine-tune your sensibilities to feel when that moment arrives."

John Long

## Artisanal Prose

"Use Techniques from Film to Enhance Your Fiction"

By Adele Annesi

If you watch movies on venues like Amazon Prime, you've probably seen the X-Ray feature that includes information alongside the film to help viewers understand the story and how the film was made. Paying attention to filmmakers' techniques also can invigorate your stories, characters and scenes. Knowing some basic film concepts will further enhance your viewing experience and your ability to use these same concepts in your writing.



### Cutaway

A cutaway is a shot that steps away from the main action of the moment. The aim is to create suspense, add information and/or pose a question.

To implement this technique in your work, ask yourself:

*At what point in a scene or the overall story can I organically use this technique to enhance the overall work and the reader's experience?*

*Did I remember to return to that moment at the right place later in the story to complete the scene and/or answer the question?*

### Double Reveal

A reveal is an insight, a revelation or new information that impacts the characters and the direction of the story. A double reveal propels plot

and reveals characters the way a solid rocket booster thrusts a spacecraft from initial launch through ascent into orbit by allowing the protagonist(s) and the opposing character(s) to gain crucial insights into themselves and each other through direct conflict.

To implement this technique, ask yourself:

*What kind of conflict do the characters in this scene need to spark a major revelation?*

*What will they learn from this that they can't learn any other way?*

*How will these new insights change each person's life and the overall story?*

### Dramatic Arc

Dramatic arc is the shape, path and direction of the story's action and conflict. The aim here is to create a framework for the development of the story and the characters.

To implement this technique:

*Chart the action of your story, and ask yourself what shape you see, for example, a bell curve or a sharp initial rise in action then a long, steady decline. Where is there a lag?*

*Also ask yourself how the dramatic arc complements and/or contrasts with the character arc(s).*

### Jump Cut

A jump cut is a scene cut in two, with a section removed, that enables the story to move forward faster and/or smoother than if all the information were supplied.

To implement this technique, ask yourself:

*Continued on page 5*

## 7 Steps For Authors To Break Through

By Brian Feinblum



The new year is upon us. Out with the old, in with the new. It's time to make some long-needed changes in order for you to get you what you've been on the hunt for. So, what exactly will change?

### 1. Your Thinking

Yourselves. Stop saying "should" or "need to." Just do what must be done. Forget the past, set goals for the future, but live in the present and execute daily, in mind and body, whatever needs to be done.

### 2. Your Network

You are only as good as who you know. Get to know more people. Everyone has value. Even better, pursue connections with those who could be helpful to you in achieving your goals. Whether online, in person, by phone, or by mail -- connect!

### 3. Your Resources

Be willing to invest more time, money, and mindshare into your writing career. Outsource to others what you can't or won't do/ Grow your writing business now!

### 4. Your Tolerance For Risk

You will need to take risks, experiment, and be willing to sacrifice one thing for another. There's no playing it safe if you want to advance far and fast.

### 5. Your Schedule

Pretty simple solution here -- alter how you spend your time. We each get 168 hours a week. How will you budget your time to maximize efficiency and success? Put everything up for discussion. What will free-up your time to do what you know needs to get done?

### 6. Your Habits

Change what you do, how you do it, and how much you do it. If you spend 20 minutes a day on marketing, push it to 30. If you blog twice a month, shift to weekly. Be disciplined, determined, and deliberate in your efforts.

### 7. Your Skills

If you learn more and acquire new skills or brush up on old ones, you can accomplish more and do things that you don't have to pay others to do. Lifetime learning is what we all must do and learning how to write, edit, market, and promote better is your task for life.

May this year bring you joy, love, peace, health, and happiness. And may it be the year to jumpstart your writing career in a way that you revolutionize what you do and accomplish.

## What is a Pub Date?

Eric Kampmann



A lot of confusion exists around the concept of "Pub Date." Some think that "Pub Dates" are unnecessary or have no impact on your publishing strategy, but I would disagree. First, let us remove the confusion of terms. "Pub Date" is not the same as "Bound Book Date" or "Ship Date." "Bound Book Date" refers to the time when the book comes off the printers press. "Ship Date" refers to the time when your warehouse releases backorders and begins to ship your title to bookstore accounts, including wholesalers. Then finally comes "Pub Date."

This is the day when you really begin to market your title to the consumer. This is when you should begin media appearances, advertise or have display promotions in stores.

The time from "Bound Book Date" to "Pub Date" should be between 4 to 6 weeks. This time must be allowed for you to tee your title up from the time it leaves the printer's plant to the time it is displayed in stores to support your marketing efforts. Finally, remember that whatever you plan to do to support the publishing of your book, you must leave enough time to develop and implement your strategy.

## Marketing Strategy

There is a unique way to trap monkeys in the islands of the South Seas. The natives drill a small hole in a coconut, hollow it out and fill it with rice. Once a monkey puts its hand in the coconut to get the food, it cannot remove its clenched fist. Refusing to let go of their prize, the monkeys are unable to escape.



Book publishers can get caught in a similar trap if they become conditioned to avoid risks and persist in using strategies that were successful in the past, without evaluating whether they are still relevant today. Their grasp on this comfortable feeling of security yields the same result as that of the island monkeys. Instead of duplicating past efforts, introduce new titles using a different game plan, like selling to non-bookstore buyers.

## Artisanal Prose

Continued from page three

*Does the scene or section still feel complete, with all the essential elements?*

*Is there still sufficient clarity to avoid confusing the reader?*

### Montage

A montage is an editing technique that orders a series of images to condense space, time and information to enhance drama.

Types of montages:

Metric montages sequence images to the beat of music, for example, to increase suspense.

Rhythmic montages cut the images based on musical pacing.

Tonal montages cut the images based on their emotional tone and the emotional tone of the overall scene to create a mood and/or spark emotions from the audience.

Intellectual montages place different images together to prompt viewers to infer meaning from what they see and to respond emotionally.

Overtonal montages combine all of the above to evoke emotions from the audience and compel deep thinking.

### Suspense

Suspense creates sense of excitement, fear or uncertainty about the events or characters in the story in a way that enhances viewer interest and sets up what comes next.

To implement this technique, ask yourself:

*Where in the story can I organically enhance an existing scene by setting it up for one outcome and providing another?*

*Where in the story or a scene can I create a concern or question in the reader's mind and withhold the outcome or answer to the question?*

If you already enjoy films, you can enjoy them more and make better use of your viewing experience by learning how the film was made. Learning more about

the craft and art of moviemaking can also give you new direction as a writer and breathe new life into your stories, characters and scenes.

To learn more about how film techniques enhance fiction, check out *Cinematic Story & Character Techniques for Fiction and Memoir* with acclaimed director Joanne Hudson, founder of the Ridgefield Independent Film Festival, and award-winning writer and novelist Adele Annesi.

### Cinematic Story & Character Techniques for Fiction and Memoir – HYBRID

<https://www.westportwriters.org/product-page/cinematic-story-character-techniques-for-fiction-and-memoir-hybrid>

Date: Saturday, February 11

Time: 1 p.m. to 3 p.m.

Venue: Hybrid in-person (at Westport Writers' Workshop) and online (via Zoom)

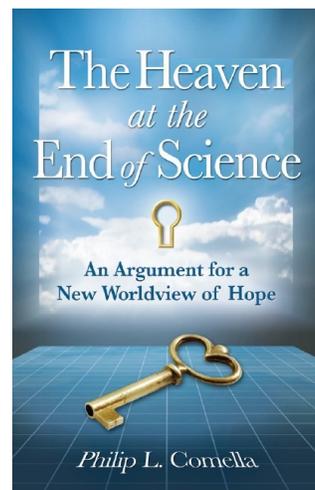
Price: \$80.00

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).

## The Cover Story

Peri Poloni-Gabriel

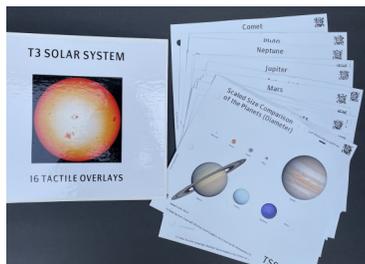
The cover for *The Heaven at the End of Science* visually shows the merging of two worlds; the linear world of science and the philosophical world of spirituality. The lock and key represents discovering hidden answers. This was achieved by the combination of 3 images and constructing a grid to lead the eye into the cover. A serif font was chosen for the traditional and established feel it would give to the title. Emphasis put on the most important words



## CAPA Members Celebrating Success

Kimberly Behre Kenna said, “My debut middle-grade novel, *Artemis Sparke and the Sound Seekers Brigade* comes out 2/2/23 from Regal House/Fitzroy Books. ‘Fiery twelve-year-old Artemis and a wily wood thrush team up with the ghosts of historic ecologists in a battle to save a salt marsh from certain death, but chaos ensues in her tourist town when she discovers that her mother’s boyfriend’s hotel is part of the problem.’ Preorder links are at my website <https://www.kimberlybehrekenna.com/> “

Per Noreen Grice: “Now available! *Touch the Solar System* Put the objects of our solar system on your fingertips with *Touch the Solar System*, a digital book written and designed by Noreen Grice



and Dr. Heidi Hammel.

Produced in collaboration with Touch Graphics Inc., *Touch the Solar System* is a digital book that is optimized for the T3 (Talking Tactile Tablet). Each tactile page contains a tactile image, tactile texture key and an informational QR code that is operated by the T3. Learners actively interact with each tactile image by placing that page on the T3 and touching the tactile areas to reveal layers of narration about that object. The accompanying solar system text is

presented as speech and simultaneously displayed visually on the T3, making this multi-sensory product accessible to both non-visual and sighted learners.

Each solar system tactile image is designed for learners to feel the size, scale and features of different objects of our solar system. These tactile images inspire continued learning! Learn more about Touch the Solar System at <https://www.youcandoastronomy.com/bttacimgsystem.html>”

## Marketing: Where is the best place to market your book?

By Nancy Butler

I have been to in-person and virtual events including book fairs, book signings, craft shows, and so many other events with some success, but none were totally worth the time and effort spent. And, as a professional international speaker, I always have my books available after I speak. It is a part of my contract. However, I have three very different books on three unrelated topics which made it difficult. I would carry or send all three books to the event even though they may not have been the best fit for the event.

My last book *Above All Else Independence, Happiness and Success in Your Senior Years* is for people over the age of fifty-five. It is a resource for those who wish to stay independent and have a great quality of life for the rest of their lives. It provides succinct tips and advice on how to retain independence, maintain great relationships, make great memories, address financial issues, keep an active mind, and much more. It helps people to

stay independent and have a great quality of life for the rest of their life.



With that in mind, I began thinking about where the best place to market this book would be. I contacted the retiree organization of a major employer and found out that they were having a retiree health fair in a few weeks. When I talked to them about my book, we both agreed that this event would be a great fit. Ninety percent of my marketing material for the event focused on only this book, including signs, handouts, the way I talked to people, etc. Yes, I had my other two books there, but off to the side with a small sign with a very short description of each.

I sold so many of my books for seniors, I had to have someone bring me more to sell since I was running out!

I also connected with other companies at the event and obtained three speaking engagements about my book and the topics it discusses.

This tells me how important it is to focus on the right audience we are getting in front of and that generic events may not be the most effective or efficient use of our time and resources.

So, who is your best audience? Focus on that, and success can follow.

## What is ... a book?

By Thomas Pöttgen

Adapted from the 50th Issue of *Springer's Jump Newsletter*:

The following is an (imagined) review from a newsletter to be published in January 2051, where the author explains "What is a book?"

A "book"—this word from old English was used in times before the digital revolution to describe a hard drive capable of storing text and imagery. It was compiled of thin pages (the offline kind) bound by slightly sturdier sheets of paper (not to be confused with Papers). Essentially, a book was a folder full of letters and pictures, a data storage medium, of which the storage capacity was limited to that of production — unless a few of the aforementioned pages were forcibly removed.

Astonishingly, this type of data storage medium could be used without electricity or battery power, and the data accessed without the need for additional programs. Instead of an additional gadget such as an eReader, the person handling the book was the reader.

In some instances the human reader required a set of magnifiers called reading glasses: an adapter that increases the quality of images and letters allowing them to appear in higher resolution on the retina. As the book did not include built in illumination, a reliable light source was also necessary, such as the sun, a candle or lamp. Despite this being a slight disadvantage it did make the book rather energy efficient.

One major downfall however existed in the small chance that the book could crash — usually to the ground, if it happened to fall off a table or a shelf.

In the time before books evolved into bits and bytes, immigrated to

the Cloud, or were suctioned into the eReaders, there were huge buildings the existence of which was solely to store and administer books. These were called "Libraries."

Over the centuries a number close to 130 million individual books have been published (in our galaxy alone), with some titles amassing millions of copies each.

Interestingly, the most widely circulated book — the Bible — translates from old Greek into English as: "The Book."

## Marketing Tip

How to sell large, non-returnable quantities of your books to non-bookstore buyers? Rule #1 Make your content different or better, then communicate to target buyers how your content can solve their problems. Rule #2: Reread Rule #1.

## 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 (Apr—Dec, 2023)  
To be a speaker or for more info contact [BrianJudbookapss.org](mailto:BrianJudbookapss.org)  
January 21: Glenn Grube: Director of the Avon Library: *How to Market to Libraries*  
February 18: Jim Alkon: *The Realities of Book Marketing*  
(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](mailto:pattipattibrooksbooks.com))  
January 16: Speaker and topic to be announced  
February 20: Speaker and topic to be announced  
March 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](mailto:jkeeney9267spamarrest.com))  
January 9: *How to Bring Your Memoir to Life*, by Sharon Dukett  
February 13: Speaker and topic to be announced  
March 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](mailto:BrianJudcomcast.net)

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 Judith Briles**



Don't get caught up in the most common blunders authors make.

When asked the simple question, "Who is your book for?" they say:

"My book is for everybody."

Nonsense ...take off your shades ... otherwise you will continue to live in Delusional Land.

If your book is for "everybody," that means you mean it's written for men, women, children, babies, and everything in between. It means that it's for every religious hat; every type of sports and nature lover; anyone of any political persuasion (or not) ... EVERYONE.

No way Jose will it reach EVERYONE. The more you niche who you write for, the bigger your market can become. It's so much easier to be the whale in the pond versus the sardine in the sea.