

# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## Debbie Kilday to Speak at April CAPA Central Meeting

What would you do if you won 3.4 million dollars in 5 years just playing \$1.00 slot machines? If you won, would you help others in need or only help yourself? Come along with me as I explore the consequences of winning. Don't deny your heart's desire.

Deb Kilday writes about the high-roller lifestyle she lived for five years. She tells of the encounters with people and celebrities she met. She shares her unorthodox tips, which brought her million-dollar results. She conveys that even though the process of winning money can be fun, it does not guarantee that money will bring you happiness.



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## Meet A Member Jen LaCapra

By David Garnes



This month we're focusing on a brand-new CAPA member, so let's hear it for Jen LaCapra.

Jen attended her first meeting a couple of months ago as the guest of Cathi

Gibson. In Jen's words, "I was so blown away by the openness and kindness of everyone there. Everyone was so willing to talk and give advice that I was excited to become a member."

Born and raised in Waterbury, Jen credits her parents with inspiring her to pursue a career as an educator (her father teaches physical education, her mother, second grade). She attended CCSU and Sacred Heart University and earned her Master's in physical education/health education from SCSU. Jen initially taught special education, but is currently in her seventh year as a physical education/school health teacher, presently teaching and coaching at Oxford High. She lives in Woodbury and has been mar-

ried since 2005 to her high-school sweetheart, Joseph LaCapra, owner of J. LaCapra Barbering and Salon in Waterbury.

Jen says she wrote stories as a young child. She also grew up playing sports and, early on, she realized the importance of exercise, both for physical and mental health. She says, "This belief has led me to writing a children's book based on this very topic."

Though she's finished her book, Jen is still, as she says, "at the very beginning stages" of the process (Hey Jen, having a completed manuscript is a huge accomplishment in the right direction!). She's right,

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## Meetings

Southwest Division  
Shelton  
4/9  
Speaker Howard Layton

Main Meeting  
Avon  
4/21  
Debbie Kilday speaker

Southeast Division  
Groton  
4/16  
Patti Brooks speaker

## Baking With Barb by Barbara Klein

### Foraging for Greens

This early spring has reminded me of foraging for greens with my mom and sister when I was a child. We carried an aluminum bucket, a paring knife and set off through the fields on our adventure. I still remember the names of many of the edible greens – plantain, curly dock, dandelion, lambs quarter and poke. We would collect a batch and take our treasure home to prepare it for dinner. Sautéed in a little bacon fat they were mighty fine with some home-fried potatoes, bean soup and cornbread.

A little later in the season we had fresh spinach, lettuce, and radishes from the garden. All these fresh wild and domestic plants got me to thinking about salads. So here is a hearty and nutritious recipe you will find on the menu at a CAPA meeting in the near future. If you pick some wild

tender dandelion greens (pesticide free) and add them to your salad, you will know why our founding fathers grew them in their kitchen gardens.

### Mixed Greens, Apples & Chicken Salad

Large bag of mixed fresh greens  
2 cups chopped roasted chicken  
2 Gala apples, chopped  
1 cup red grapes, sliced  
1 cup broken toasted pecans or sliced almonds  
½ cup sliced red onion rings  
½ cup blue cheese, crumbled (optional)

Combine all salad ingredients. Toss with Honey Herbal Vinegar Dressing just before serving and serve more dressing on the side.

### Honey Herbal Vinaigrette Dressing

¼ cup sugar  
1 tsp. dry mustard

1 tsp. poppy seeds  
2 T. minced onion or garlic  
6 T. herb vinegar (Purple ruffled basil is good.)  
½ cup honey  
1 cup olive oil or salad oil

Combine dressing ingredients in a jar and shake well. Keep refrigerated until ready to use.



### CAPA Board of Directors

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### Article Submission

*The Authority* welcomes articles written by members. Here are some guidelines that we would encourage.

**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 all articles to Peggy Gaffney at gaffney@kanineknits.com.

Send submissions for the **Meet A Member** column to Carol Healy at carolhealy@comcast.net

### ARTICLES DUE BY THE 28TH OF THE MONTH

Editor—Peggy Gaffney, Meet A Member Column—Carol Healy  
Copy Editor—Rita Reali Staff Photographer—Deborah Kilday, Chris Blake—Staff Writer

**Meet A Member****Jen LaCapra**

continued

however, in knowing that there are many steps ahead of her on the road to actual publication, and she's looking for input, discussion, and advice from folks at CAPA: writing a query letter, finding a publisher, marketing...

When asked what most appeals to her in the writing

process, Jen replied, "Creating the characters." And what is her goal in writing? "To have children, teachers, and parents read my work and enjoy and learn from it." These two aspects of a writer's life strike me as a happy melding of the creative process and the hope to inspire and instruct.

OK, CAPA-ers, you've read about Jen and you're looking at her picture. Next time you see her at a meeting (she'll be wearing her new member badge), help her maintain her initial impression of our organization by your friendly greetings, enthusiasm and sage advice.

**CAPA-U is coming  
Saturday, May 12**

**Space is limited.  
Sign up today! Click on  
the logo for information  
or to download a  
registration form.**



## **150 Secrets for Marketing Your Book: The First 50 are General Marketing Strategies**

**By Brian Jud**

The most expensive part of publishing is a mistake. If you can avoid the most common traps into which unsuccessful authors fall you significantly increase your chance of becoming profitable.

Recently, *Writer's Digest* asked me to create a series of tutorials for them to help new writers steer clear of these problems. These tutorials will be available on their website as they are recorded. The first six are online. Three are about the 150 most important things you need to know about marketing your book and I will duplicate them in a series of three articles for *The Authority*.

The first 50 secrets focus on general marketing tactics and what you can do to organize a profitable business venture. The second 50 are about producing, distributing and pricing your book. The third 50 are about promoting your book. I hope you will find these helpful.

### **The First 50 Tips for Marketing Your Book**

**1. There is no "one way" to market a book.** There is no formula for book-

publishing success. Learn what works best for you and your circumstances, create your plan and then give it your best effort.

**2. Understand why you wrote your book.** Did you write for commercial success? A cathartic experience? A legacy? Ego? A boost for your career? A way to enhance your business?

**3. Understand marketing.** Marketing is a process that begins with recognizing the needs of your potential customers and then moves to developing, pricing distributing and promoting products and services to build profits by creating and expanding demand.

**4. How will you publish?** There are several options, including royalty publishing, print-on-demand (Self) publishing and independent publishing. Be aware of the strengths and weaknesses of each before choosing.

**5. Approach your venture as a business.** If your objective is to achieve commercial success then get a company name, business cards, letterhead and put in the time necessary to achieve your goals.

**6. Know your target reader.** No book is saleable to "everybody who likes [your topic]." Use a PAR statement to define the typical reader as carefully as possible in terms of gender, income, age, education and shopping preferences. This will help you focus your marketing activities.

**7. Book marketing is as simple as PIE.** Plan before you Implement and then Evaluate your results to make corrections as necessary.

**8. Remember the Four Ps.** Your plan should describe how you will produce a high-quality

Product, Price it profitably, the Place in which you will sell it and how you will Promote it. The way in which you combine and execute these decisions will determine your success.

**9. Think of the word *plan* as a verb.** The objective of planning is not a large document, but a course of action. Evaluate and update your plans regularly to make sure your actions are leading you toward your goals.

**10. Be aware of the life cycle.** Just like humans, books move through stages of growth and require a separate strategy for each stage.

**11. Have realistic expectations.** It is unlikely that you will sell large quantities of your first book without significant work. Allow your efforts to work over time.

**12. Write your objectives.** It will help you focus on

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**150 Secrets for Marketing Your Book: the first 50**

continued

- what you have to do to reach them. Is your objective to maximize sales, revenue or profits? Each objective requires different strategies.
- 13. Do what is necessary.** If you have a day job, time commitments for your kids' events, hobbies and a family life, this may not be the best time to publish for commercial success.
- 14. Utilize your time instead of trying to manage it.** Make every minute count toward the attainment of your goals. If in doubt about what to do next, ask yourself, "What is the best use of my time right now?"
- 15. Action is not synonymous with accomplishment.** Just because you are busy marketing does not mean you are getting closer to your goal.
- 16. Plan what you will do each day.** Divide a sheet of paper in two columns, one headed "Do" and one headed "Call." Then list what you need to do and who to call each day. List three goals for each day. Best use of time now.
- 17. Strive to be professionally different.** Have a unique point of difference. When all companies offer the same products and services to the same customers by performing the same kinds of activities at similar prices, no company will prosper.
- 18. Conserve cash.** Budget your expenses and keep funds available for unanticipated expenditures.
- 19. Seek profits, not just sales.** Before you enter any publishing or marketing campaign, know your costs, your break-even point and the volume of books you must sell to reach it. What must you do to attain that level of sales?
- 20. Seek multiple revenues streams.** Do not count solely on book sales for your total revenue. Use your expertise to consult or conduct seminars for additional income.
- 21. Spend wisely.** Not all promotion is equal. Consider the productivity of a promotional tool before investing in it.
- 22. Be financially cautious.** Run the numbers. Know if and when you can make money. And do not count on receipts until the check clears the bank.
- 23. Spend enough to succeed.** It takes money to make money. If you do not invest sufficiently to communicate with target readers, you are wasting any money you spend.
- 24. Keep financial records.** Record your revenue and expenses monthly. It will point out regular fluctuations in sales and make your tax filing much easier.
- 25. Don't be afraid to pay for some services up front.** You cannot expect others to take responsibility for selling your books. Just like investing in stocks, sometimes you have to take a risk to succeed.
- 26. Find out why sales are down.** Seasonal fluctuations may not be the problem. Should you improve your content? Cover design? Plan? Implementation of your plan? Discover the cause of poor sales and fix the problem.
- 27. Use the Internet properly.** It is a marketing tool, a conduit to reach niches and masses economically. It is a sales tool and a networking device. But do not allow it to usurp too much time or be your only marketing technique.
- 28. Negativity happens.** Returns, rejection, complaints and miscellaneous problems conspire to erode your enthusiasm and make it more difficult to remain passionate about your book. Find the aspects you can control and work with them. Stay upbeat.
- 29. Have a long-term perspective.** Look to the future and continue investing time and other resources to achieve your ultimate goals.
- 30. Work on vs. in your business.** Do not get so involved in day-to-day activity that you lose the long-term perspective.
- 31. What will you do next?** How will you generate revenue when your current title or list runs its course?
- 32. Do not neglect your backlist.** Instead of trying to publish more titles, sell more of what you have. In non-retail marketing, all books are frontlist in the sense that buyers seek content that will help them reach their objectives.
- 33. Know when enough is enough.** Do not force your efforts if you find no positive response. Move on to something productive. It may be a different product, time, effort or business model.
- 34. Know what you don't know.** The more you learn, the more you will realize you have yet to learn.
- 35. Hire to your weaknesses.** Work your strengths, then use experts functionally and strategically to fill in where you are weak.
- 36. Use OPM – other people's money.** Get companies to sponsor your book and pay for your production costs.
- 37. Use OPM – other people's minds.** Form a success team and meet regularly.
- 38. Learn more, earn more.** Continue your education by attending seminars, reading journals and networking with people who know more than you do about book marketing.

**150 Secrets for Marketing Your Book: the first 50** continued

Your sales will increase as a result.

**39. Succeed incrementally.** Home runs are great, but also go for the singles.

**40. Learn from the experts.** The most expensive part of publishing can be a mistake. Learn what not to do from people who know what not to do. But do not do what they are doing now, do what they did when they were just starting out.

**41. Take the initiative.** “I must do something” always beats “something must be done.”

**42. Act productively.** Your customers expect more from you today than they

did yesterday and you must work diligently to meet their expectations.

**43. Act intelligently.** Intelligent action is based on the understanding that knowledge is different from wisdom. Knowledge is information, but intelligence is the prudent application of knowledge earned through experience.

**44. Act creatively.** Creativity helps you discover and implement imaginative ways of applying your wisdom.

**45. Act boldly.** You may encounter opposition in your journey to special-sales success because some people are wary of untested concepts. New ideas are

neither right nor wrong – they are simply different.

**46. Act passionately.** Problems conspire to erode your enthusiasm and make it more difficult to remain passionate. Yet the axiom for success in any business is to do what you love and love what you do.

**47. Act persistently.** Persistence is tenacity in the face of obstacles, determination to succeed and perseverance in conducting marketing activities in spite of resistance, rejection and returns.

**48. Act efficiently.** To sell 10,000 books through retailers, you must sell

one book to each of 10,000 people. Or you could sell 10,000 books to one corporate buyer. Which do you think is more profitable?

**49. Act effectively.** Do the right things. Make a list of what you like to do and want you do to run your business. The degree to which the two lists match determines your effectiveness.

**50. Act ethically.** If you have integrity, nothing else matters. If you do not have integrity, nothing else matters.

Watch for Part 2 – the next 50 secrets for marketing your book – coming in the May issue of *The Authority*.

**CAPA 18th ANNIVERSARY PARTY**



## Schedule of Upcoming Meetings

### CAPA-SE MEETINGS



**Locations: Groton Public Library 6:30 p.m.**

April 16: Speaker: Patty Brooks "Speaking with Enthusiasm"

May 21: Nancy Butler

Jun.18: Debbie Kilday, Summer Outdoor Meeting (Location TBA)

Jul. 16: Brian Jud, Summer Outdoor Meeting (Location TBA)

Aug 20: Summer Outdoor Meeting (Location TBA)



### CAPA CENTRAL MEETINGS

**Location: Sycamore Hills Park Community Center, Avon, CT 10:30 a.m.**

April 21: Debbie Kilday



### CAPA SOUTHWEST MEETINGS

**Location: Plumb Memorial Library, Shelton. 6:30 p.m.**

April 9, 2012 6:30 pm

**Speaker: Howard Layton**

**CAPA authors Patti Brooks, Matt Goldman, Tido Holtkamp and Ron Janson** participate in a Fund Raiser Champagne Reception for Successful Local Authors & Dignitaries – Friday, May 4th 5:30 p.m. to 7:30 p.m. **Dev's on Bank New London.** All profits to Upper Bank St. "Paint the Town" Committee. Start the weekend at Dev's On Bank. With a glass of champagne in hand, mingle with a select group of successful local authors headed by Wally Lamb, plus local dignitaries. Enjoy the beautifully prepared tapas for which Dev's has become famous, while exchanging thoughts and ideas with the authors. Don't go home without a selection of books, each signed with a personal note by the author. Donation: \$30

## Writing Contest Award Winners



Left to right: David Garnes, Mary Lou Silva, Nadine Pandya, Richard Colon, Sandy Bedlovies, Mike Kilday, Dan Uitti (contest chairman), Andrew Salchert, Gerald Rasmussen, Matthew Holden Lewis, Elizabeth Bonadio, Karin Lafranc and Janice O'Brien



## ☞ Celebrating Success ☞

(Editor's Note: With so many success stories to celebrate this month, there was no room for photos.)

**Dawn A. Harden** has a new novel entitled, *A Letter For Brighton*, which is about the relationship between a young boy by the name of Brighton who happens to be deaf. He tries befriending a hearing boy, Jeremy. Many obstacles revolve around pride, prejudice and the drama that befalls one of them as he falls below the poverty line. Will their friendship survive? Another of Dawn's writing efforts is the long-awaited motivational guidebook entitled, *MOTIV8 – 8 Steps that Encourage Growth and Enhance Your Bottom Line*. Both now on Amazon.com

**Barry Reitman's** new book, *Secrets, Tips & Tricks of a Powerful Memory: The Memory Shock Oh-So-Easy How-to-Remember User's Guide for Your Brain* (Jeesh, that's almost a paragraph right there), should be up on Kindle by month's end. It's the fun-to-learn method I teach at State University of New York community colleges and at the NYPD Police Academy. And yes, I'll gladly take advice about Kindle Select or not, and about CreateSpace vs. whoever for the POD.

**Carole Shmurak's** new book (the 4th in her mystery series) *Most Likely to Murder*, will be out late in April. It will be on Amazon first, then Kindle, Nook etc. "What high school class has a 32-year reunion? A class whose president has left the country, whose vice president is dead and whose treasurer is in the Witness Protection program – in fact, Professor Susan Lombardi's class from Count Basie High School. Susan has misgivings about revisiting her hometown: She's leery of seeing her former high-school sweetheart, now a high-tech millionaire, and reluctant to get involved in a battle between her squabbling brothers. But when she does go, one of her "old gang" ends up dead, and Susan and her friends team up to find the classmate *Most Likely to Murder*.

**Jason Alster** is hosting an author interview TV show named "Meet The Author" on WCTV14 (Wethersfield Community TV). He is after the "story behind the story." It has been off to a good start. Authors with published works interested in being on the show should contact Jason about being on "Meet The Author" at [jasonalster@gmail.com](mailto:jasonalster@gmail.com).

**Jean Marie Rusin's** book *Moon Eclipse: Days of Darkness*, will be in the L.A. Times Book Fair, on April 21-22, 2012. Also she is working on her next book, *True Colors: Beating the Odds!* After that, she will be working on *Thin Ice Zombies In L.A.: Nowhere to Run or Hide! Quarantine Part 1*. Her previous novel, *Thin Ice Zombies in L.A.: Nowhere to Run or Hide! Returns* is available on Kindle and Nook; *Broken Bridge Lies Body of Water* will be available on Kindle and Nook soon. To be a guest on her blogtalk radio show to discuss your book, email Jean at [jrusin31@yahoo.com](mailto:jrusin31@yahoo.com).

**Lois Mathieu** brags that *The Next to Last Drink*, the novel, is available on Amazon, Kindle, Barnes & Noble and in libraries.

Sales of *Stories I'd Tell My Children (but maybe not until they're adults)* are on track to reach 3,000 copies this month. Apparently, the average American book sells about 500 copies, so Milford author **Michael N. Marcus** is thrilled. He remarked, "My last name is not Palin or Obama, so I'm amazed that thousands of people are buying a memoir of someone they never heard of." The book is a mostly humorous collection of over 100 stories that span 55 years. One reviewer said, "This book is so funny that I nearly peed in my pants. My girlfriend didn't think it was funny, so I got a new girlfriend." The book is available as a hardcover, paperback and in multiple e-book formats.

**Peter Malia's** The Connecticut Press is delighted to announce that its latest children's title, *Wallaby the Wanna-be*, was featured at an author's reading and signing event held at Barnes & Noble in Milford, CT on April 9th. The book, by Connecticut educator Bonnie Feuer, has earned acclaim for its positive message of social acceptance and self-awareness geared toward readers between the ages of 5 and 10.

CAPA author **Joe Vojt** recently published a Kindle edition eBook, *The Inn of Life Short Story Collection*. Joe says, "The old, the young and in between mix like any stew for what is seen as life within the Inn. Words are the energy that keeps your mind functioning. Discipline is the driver. In other words, discipline is not an expression, it means action. It should never stop and for me it will continue until the last day of life. The love of writing takes over my body, spirit and mind. There is no sorrow, regret or disappointment. Check out my website <http://www.authorsden.com/joevojt>. It includes my bio, background, short stories, articles and events."

## The ABCs of the Editing Process: Abbreviations

By Roberta Buland

With the explosion of texting via cell phones, there has been an explosion of texting abbreviations, usually understood by particular age groups. When I first saw LOL, for example, I thought it meant “Lots of Luck” or “Lots of Love.” Recently, though, I came across a list of text codes that put a new spin on the familiar (to most texters) codes. By the way, when I typed “texters,” my computer let me know it is not acceptable (I so hate those red squiggly lines under words I think are absolutely correct and understandable!), but since I am a firm believer in using standard English whenever possible, and “texters” is obviously sub-standard, I shall call those people who text, “people who text.”

Among the senior population, those over 50 according to AARP, into which no doubt half its readership falls, texting abbreviations have different meanings. For example, if your mother or grandmother texts you that she is ATD, this means, “At the doctor’s.” This will put you under obligation or bring up guilt if you don’t text back, “Why?” or “Y?”

Perhaps, you’ve gotten a text from said senior that said, BFF. This does not mean “Best Friends Forever,” as you probably thought. No, it means “Best Friend Fainted.” Take heed. What about BTW, which many of us use often to

mean “By The Way.” Wrong. It means, “Bring The Wheelchair.”

BYOB is a common abbreviation, around long before texting became a way of life. No, your grandmother/mother did not make an error when she texted “BYOT” instead of BYOB. She’s saying that you should “Bring Your Own Teeth.” Who else’s would you bring, pray tell?

If said relative should text, OMSG instead of OMG, this is not a typo! No, it means, “Oh My! Sorry, Gas.” And she’s not talking about filling your automobile’s fuel tank.

No doubt TTYL means “Talk To You Later,” in standard text parlance. The “senior” take is “Talk To You Louder.” As we know hearing becomes an issue as one ages, and since the dawn of loud noise, a.k.a. loud music that deafens one, younger generations may need to take heed of this abbreviation. Related is LMDO or “Laughing My Dentures Out.” Be careful! If you don’t go to the dentist regularly, you may be using this abbreviation sooner than you qualify as a senior.

Some of the most useful abbreviations have to do with health, as you can see above. There are others. CBM does not refer to a ballistic missile, but rather means, “Covered by Medicare.” Using this one can start an argument that no one may win. So, again, be cognizant of your elders’ language and their needs.

Many in our parents’ and grandparents’ generation were devotees of Lawrence Welk.

If you don’t know who he is, you haven’t ever been with it, according to those folks. So, if you text one of them and he/she doesn’t respond immediately, it could well be because LWO, “Lawrence Welk’s On.” Those generations are as addicted to the reruns as they were to the original shows many years ago. Remember not to interrupt them.


When looking over the abbreviations the older generations may use, two favorites come to mind: IMHO has nothing to do with HMOs and is not written incorrectly in a text. It means, “Is My Hearing Aid On,” related once again to TTYL above. To the senior set, LOL, as referenced above, really means “Living On Lipitor.” Talk about cholesterol – and sooner or later, most of us will.

For your information (I tend to spell out rather than abbreviate), I have not learned to text... yet. But, because my cell phone contract is expiring soon, I’ve asked my consultant son to find me the best new cell phone with a user-friendly keyboard so I can text – and learn to write the new shorthand.

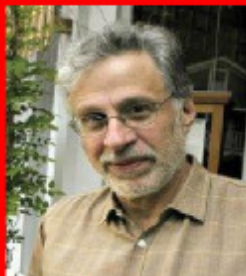
Questions or comments?  
Email: [rjbuland@comcast.net](mailto:rjbuland@comcast.net)

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CAPA-U



Lary Bloom  
Keynote Speaker



May 12, 2012