



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 18 Issue 2

February 2011

## Anne Witkavitch to Speak at February Meeting of CAPA Central

Why do literary anthologies provide such excellent avenues for authors to get their writing published?

Anne Witkavitch will discuss this, as well as ways to improve chances for acceptance at the February 19 CAPA meeting in Avon. She will also walk the audience through the process of creating *Press Pause Moments*, including: coming up with a theme; creating submission guidelines; reviewing, selecting and sequencing stories and the challenge of editing a book-length manuscript with diverse

voices.

Anne is a communications expert, transition specialist, published author and speaker. Her anthology, *Press Pause Moments: Essays about Life Transitions by Women Writers*, is a collection of stories about change, adversity and celebration. Anne is a contributing writer and blogger for *Traveling-Mom.com*; her work has also appeared in *Connecticut Muse*, *Miranda Literary Magazine* and the *Journal of Employee Communications*. She has ghost written numerous articles and edited techni-

cal guide-  
books  
and non-  
fiction  
books.

She also served as managing editor of several *Thin Threads* special editions and the 2010 anthology. In addition to her consulting work, Anne is an assistant professor of writing at Western Connecticut State University; she earned her M.F.A. in professional writing from that school in 2007. She is a former corporate communications executive for GE and The Hartford.



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## MEET A MEMBER: Bill Dougal



Bill Dougal is CAPA's Meet the Member subject of the month for February. Like many of CAPA's other talented members who contribute so much to the organization, Bill brings his own unique gifts that further enhance and energize CAPA. An artist, writer, musician,

and educator, Bill attended the Hartford Art School, where he first wrote songs. After graduating, he worked at a small advertising agency as art director. While employed there, he did some copywriting and editing and says that during his tenure at the ad agency he learned about efficient communication. "Less words help the visual power of advertisements – if you choose the most descriptive and powerful words you have success."

A Connecticut native, Bill lives in the northwestern corner of the state. He notes that a solitary life on Lake Waramaug led to his interest in reading and outdoor sketching. Yet reading and outdoor sketching are only a small portion of a multi-faceted man who refers to his profession as "patchwork". Combining art, music and writing, Bill earns his living by drawing caricatures, illustrating books, teaching the basics or drawing and caricature, as well as performing self-published songs on his guitar and educating others in conflict resolution. In addition to writing songs, he has writ-

*continued on page 3*

### Meetings

Southwest Division  
Shelton  
2/14

Main Meeting  
Avon  
2/19

Southeast Division  
Groton  
2/21

Check the CAPA website  
for directions.

**Baking With Barb**

by Barbara Klein

**Crab Dip**

I knew I had a recipe for crab dip when the search began. I found one that was reprinted and then this bright-orange card jumped out at me with my daughter's name on it. Gayle loves to cook and has since she was quite young.

So, after reading both recipes, I decided to make hers. Everybody at CAPA loved it and I used the leftovers in a shrimp Alfredo sauce served over pasta. Yummy! Never let it be said that I let food go to waste. Try this for your next party and for dinner the next day.

**Ingredients:**

½ large sweet onion  
3 stalks celery  
1 tablespoon minced garlic  
2 tablespoons butter or olive oil  
2 8-oz. packages cream cheese or Neuf-châtel (I used one of each.)  
½ cup mayonnaise

2 dashes Worcestershire sauce  
1 teaspoon horseradish  
1 can drained picked crab  
Salt and pepper to taste

Mince onion, celery and garlic and sauté in butter or olive oil; add cream cheese.

Reduce heat and stir to melt cheese. Blend in mayonnaise, Worcestershire and horseradish.

Add drained crab and stir until smooth, but do not boil. Spread into a greased baking dish and top with the following mixture:

2 cups fresh bread crumbs  
4 tablespoons chopped fresh parsley  
2 tablespoons butter  
Garlic to taste (optional)

Combine and sauté until butter is melted and crumbs are coated. Sprinkle on top of dip and bake uncovered

for 30 minutes at 350°. If desired, you may cover and refrigerate dip overnight before baking.

Serve warm with crackers or plain bagel chips. Refrigerate any leftovers.

The next day, sauté the rest of that onion in ½ stick of butter or use half oil. Add ½ cup flour to make a roux. Stir until smooth then add 2 cups of milk to thicken the sauce. Add 2 cups prepared shrimp, ½ cup left over dip, and correct seasoning. Serve over hot pasta with a salad and crusty bread. Enjoy!



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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**

**28TH OF THE MONTH**

*Authority Staff: Editor—Peggy Gaffney, Meet A Member Column—Carol Healy  
Copy Editor—Rita Reali Staff Photographer—Deborah Kilday*

**Meet A Member – Bill Dougal**

continued from p. 1

ten humorous poems and stories for children.

Bill finds the greatest challenge in writing comes from the effort required to use words to summon interesting visual images. He states, "When I write, I latch on to a concept and spin it out with directness and humor."

However, when illustrating for other writers, his favorite part about the process is creating visuals in support of the writer's vision. He notes that his preferred style incorporates line and color and is between cartoon and realism. Find Bill's illustration gallery online at

[www.dougalart.com](http://www.dougalart.com).

Having recently completed the illustrations for Fred Neff's book, *Farnsworth the Firehose*, Bill now fills his workdays working on illustrations for Neff and other authors. He is also creating a coloring book for the Connecticut Children's Medical Center and re-doing *Peter Rabbit*. The illustrated lyrics of his songs are in two volumes: *Fun Songs from Bill's Hat* and *Fish Song Fun*. His music acts and song lyrics may be found at [www.dougalmusic.net](http://www.dougalmusic.net).

**CAPA 17th-Anniversary Party Slated for March 19**

**DANCE, DANCE, DANCE!** Revelers enjoy the CAPA 16th Anniversary Gala, March 18, 2010.

their own beer or wine. This will be a great time to renew old acquaintances, network with other people in the publishing business and rekindle your desire to get published. If you know of others, either previous members or speakers who might be interested in attending, please tell them that they are welcome.

For additional information or reservations, email Brian Jud at [BrianJud@comcast.net](mailto:BrianJud@comcast.net). You may pay by cash, check or credit card. Make checks payable to CAPA. You'll find the registration form online at [www.aboutcapa.com](http://www.aboutcapa.com).

Download the pdf form, fill it out and mail it to CAPA, Box 715, Avon, CT 06001-0715. Or you may bring it to the February 19 meeting in Avon. Be sure to include the names of all the people in your party. We look forward to seeing everyone there.

In 1994, a handful of authors with a dream of gathering other Connecticut writers to pursue professional-advancement and networking opportunities founded the Connecticut Authors and Publishers Association.

In the ensuing 17 years, CAPA has grown to include more than 215 members meeting regularly to share their expertise in the fields of writing, publishing and marketing.

To mark our anniversary, we are celebrating at a gala dinner March 19 from 6:00 to 9:00 p.m. at the Sycamore Hills Park Community Center, Route 167 in Avon.

Again this year, the anniversary dinner will include the awards ceremony for the annual CAPA Writing Contest.

The evening will consist of a catered barbecue dinner and

dancing to music provided by Jon Eastman, the same excellent DJ we've had for our anniversary celebrations since 2009.

It's a wonderful chance to socialize and have fun with fellow CAPA members in a social setting different from our monthly meetings!

Tickets are \$20 per person. Soft drinks will be provided, but members may bring





## Adele's Connections – Web Help for Writers

Here is this month's list of must-save online resources for writers of all genres.

*“Writing is one of the few activities where quantity will inevitably make quality. The more you write, the better you're going to get at it.”* – Novelist Harlan Corben

**AuthorAdvance (was LitMatch) [www.authoradvance.com](http://www.authoradvance.com):** AuthorAdvance is a free, full-feature social network for writers – with tools, advice and submission-tracking tools – that allows you to create groups around your interests, and participate in forums.

**Duotrope [www.duotrope.com](http://www.duotrope.com):** This award-winning, free resource lists over 3,225 fiction and poetry publications, and offers free services for writers and editors, including an online submissions tracker.

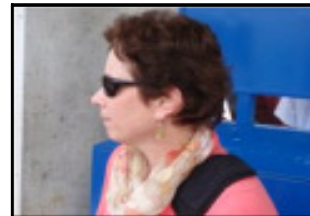
**How to Plan, Write and Develop a Book <http://howtoplanwriteanddevelopabook.blogspot.com>:** Novelist and instructor Mary Carroll Moore provides one of the most comprehensive blogs for authors. Watch for her forthcoming *Your Book Starts Here* on craft.

**Res Artis [www.resartis.org](http://www.resartis.org):** With over 300 getaways worldwide in unique geographic areas and cultures, Res Artis offers affordable and exotic options you wouldn't find elsewhere.

**Shaw Guides [www.shawguides.com](http://www.shawguides.com):** Shaw Guides has been around since 1995, with more than 6,000 learning vacations worldwide. What you may not know is that you can list your writing workshop free.

**Smashwords [www.smashwords.com](http://www.smashwords.com):** This e-book publishing-distribution platform offers multi-format e-books for immediate sampling and purchase, readable on any e-reading device. The site also offers tools for search, discovery and personal library-building, with new features weekly.

To share a trusted site or do a guest post on your writing project for the award-winning Word for Words blog, contact me at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).



## CAPA-SE Plans “Open Mike Night” at the February 21st Meeting

Once again the Southeast Division of CAPA is meeting at the LaGrua Center for its February meeting. This is due to the library closing for Presidents' Day.

The meeting is planned as an “Open-Mike” event for CAPA members; Lisa Saunders will briefly discuss the benefits of this format. Before introducing the writers

scheduled to present their work, she will read a short excerpt of her Civil War play, based on the love letters of her great-great grandparents.

If you wish to read your

work at Open-Mike night, please contact Lisa at [saundersbooks@aol.com](mailto:saundersbooks@aol.com). This is a first for CAPA-SE and should prove to be an interesting evening.

## Write From the Start: Workshop and Q&A with CAPA's Adele Annesi

**The HVCA Writers Forum presents the Write From the Start interactive workshop with writer and editor Adele Annesi.**

Tuesday, March 15, 2011

From 5 to 7 p.m.

Danbury Public Library

**Write From the Start** is an interactive workshop for fiction and nonfiction writers of all levels that examines the first paragraphs of a story to reveal problems most likely to recur throughout. Participants receive constructive feedback, from an editor's perspective, on how to spot and fix difficulties with word order, tone, voice, narrative, structure, dialogue, theme and plot. For optimal results, bring the first two pages of a current writing project. This two-hour workshop includes Q&A, handouts (with bibliography) and a hot-linked list of the latest literary markets and resources. Cost is

\$10 for HVCA members and \$15 for non-members.

Space is limited and registration is required. For registration or more information about this event, contact **Lisa Scails** at the **Housatonic Valley Cultural Alliance**.

Writers Forum  
Danbury Public Library  
170 Main Street  
Danbury, CT 06810

HVCA Phone: 203-798-0760  
Library Phone: 203-797-4505

*Note: There will be an extended networking meeting after the CAPA meeting at the **Wood 'N Tap Restaurant** (turn right out of the parking lot and go to the end of the street). Let Jason Alster know if you are coming, so we may reserve a table. All are invited. We will discuss what successful things we have done this month to promote our books and share marketing ideas.*



## There's Something "Just Write" for Everyone When CAPA-U Returns to Hartford May 7

Hartford, CT – Meet one on one with a literary agent or marketing expert and unleash your creative potential at the 8th annual CAPA University (CAPA-U) Professional Development Day – Saturday, May 7, 2011 – at the Hartford Steam Boiler conference facilities in downtown Hartford. Successful writing professionals will share their expertise with burgeoning writers at this all-day conference sponsored by the Connecticut Authors and Publishers Association (CAPA).

CAPA-U will begin with registration and a continental breakfast at 8:30 a.m. Immediately following Toni Andrews' keynote address, a panel of agents will introduce themselves and field audience questions. Those same agents – along with marketing expert Brian Jud – will be on hand during the day to meet with conference participants for 10-minute individual sessions.

At 11:30, the first set workshops begins, comprising five concurrent sessions. Lunch will follow at 12:30; the second and third sets of workshops will start at 1:45 and 3:00 respectively.


Throughout the day, the CAPA-U Bookstore will be open for browsing. The afternoon wraps up with a networking session and opportunity for browsing through the bookstore. The conference ends at 5 p.m.

The 15 individual breakout sessions will include Jessica Anderson, bestselling RITA- and RT-nominated author, speaking about the five major questions she uses to construct a world in *World Building is NOT just for Paranormals*; Wayne English on how to promote


yourself online, with *Write Your Social Networking Campaign*; and *Connecticut Magazine* editor Charles Monagan, on *Writing for Magazines*. Regency Historical novelist Kathryn Smith will talk about *Writing Historical Romance*; and children's picture-book illustrator Ben Quesnel will speak on *Working with an Illustrator*. Author, artist and biofeedback specialist Jason Alster will demonstrate techniques for *Dealing with Writer's Block*.

Participants will also have the opportunity to meet well-known Connecticut editors Roberta Buland, Beth Bruno and Rita Reali, during their popular *Editors Panel* workshop. Penguin, Doubleday and Guideposts author Katherine Valentine will speak on *Writing for the Christian Market*; and award-winning author Patricia Sheehy will explore various publishing options in *Do It Yourself: Your Book, Your Way*. Children's book author Shirley Webb will show participants how to create unique characters in her workshop, *Giving Life To Your Story World Characters*. Eileen Albrizio will present a unique workshop about *Using Poetic Techniques to Write Vivid and Exciting Prose*. Michael Linnard from Little Red Tree Publishing will discuss *Working with a Small Publisher*. Boston literary agent Ann Collette will conduct a workshop on *Query Writing*.


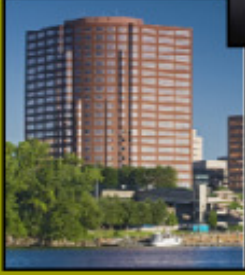
Brian Jud, president of Book



Connecticut Authors & Publishers Association  
8th Annual Writers Conference



Keynote Speaker  
Author  
**Toni Andrews**

Hartford Steam  
Boiler Building  
One State Street  
Hartford, CT  
Saturday  
May 7, 2011

Marketing Works, will present ways to sell books to non-bookstore markets in *Beyond the Bookstore*; and D'vorah Lansky will explain strategies for developing an effective and affordable social interactive online presence in *Social Networking and Blogging for Authors*

Advance registration is required and space is limited. The cost for the day-long event is \$135.00 if you register before March 1 – and \$150.00 thereafter. Lunch and onsite indoor parking are included in your registration fee.

To register for CAPA-U or to get more information, visit the CAPA website at <http://aboutcapa.com>.

The Connecticut Authors and Publishers Association was founded in March 1994 to help Connecticut's authors and aspiring authors improve their writing skills – and increase the visibility and sales of their books and articles – by providing a forum for the free exchange of ideas and information.

## CAPASW February Meeting: Karen M. Rider to Speak on Valentine's Day



### A Writer's Website: Planning Tips and Tools

The content you write for a website is not the same as content created for print media. If you create a website from this vantage point, the website will fail to do its job: promote, market and sell your work. Karen M. Rider, a free-

lance writer and author of non-fiction and fiction works, will present a set of key questions to ask yourself about goals for your website. You will understand how to translate the answers into the website you envision and assess what is best for you. Karen's current website will illustrate how she went through the site creation process – the woes she encountered before the wonder of the final product manifested. Karen will provide resources that can help writers plan a website that is ready to rock n' roll: getting your writing found by the people who want to read it, buy it or represent it.

Karen M. Rider writes about natural health, integrative medicine, holistic parenting and metaphysical subjects.

Her interviews with visionary thinkers such as Caroline Myss and Wayne Dyer appear in regional and national publications. Karen contributes to *The Writer magazine*, *In Light Times*, *Natural Nutmeg*, *The Door Opener* and *Inner Tapestry Holistic Journal*. She writes columns for *Aspire Magazine* and *The Chronicle* (Cromwell). Karen offers professional writing services, including ghostwriting, copywriting and coaching. One of her most recent projects is the book *Eating... The Angel Way: A Loving Approach to Nourishing Bodymind, Heart and Soul*. *The Angel Way* was accepted for review by the first two publishing houses

to receive the proposal and is now being considered for agent representation. Karen has published one short story and a second is under review. Currently, Karen is writing *The Gathering*, a novel of metaphysical suspense set at Gillette Castle. Karen attributes her recent success in getting her work recognized to her new website, powered by Hollis Internet Marketing: [www.KarenMRider.com](http://www.KarenMRider.com) Blog: "Soul of a Writer" [www.KarenMRider.blogspot.com](http://www.KarenMRider.blogspot.com).

**Note: CAPA Southwest meetings are held at the Plumb Memorial Library in Shelton the second Monday of each month at 6:30 p.m.**

## Blog Your Book

by Joanne DeMaio

Okay, so your book is written. Or the first or second draft is and it needs to simmer for awhile. You're not quite ready to query your novel, or to tackle the final revision, either. What's a writer to do? The answer is easy: Blog your book.

That's right. Blog your book and begin the all-important branding process agents and editors love to see. I'm not talking about starting a writing blog, charting your journey to publication. Blogs are a useful resource, but you would be limiting your audience to writers. Instead, blog a topic much more focused on your novel. Borrow a theme or concept, or even a character, and begin reaching out to your future novel's audience.

By the time you're sending out query letters, you'll have an impressive digital presence to include in your bio.

I began the blog *Whole Latte Life* to support my fiction manuscript. My main character felt challenged when she decided at mid life to fulfill a lifelong dream. The conflict she faced had her doubt her very identity.

While I was writing that manuscript, my character's questions nudged me to look at people who were living their dreams. So to inform my novel, I used my blog as a way to ask questions about living what we love. For me, that love is writing. But my audience reaches beyond writers. More than two years after I started my blog, everyone

from *New York Times* bestselling authors, to professional musicians, equestrians and seamstresses, painters, gardeners and more, stop by regularly to consider living a full, latte life.

Over this time, I've built an audience and I've learned from them as well. Lively conversations transpire in *Whole Latte Life's* comments as we consider together the journey to living our passions. And from those conversations, I get a look at who enjoys my work and what types of posts engage them. Since the posts are all connected to my novel's themes, I consider my virtual audience part of the eventual print audience for that book one day, too.



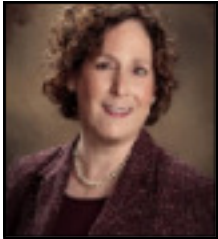
So begin your branding, and blog your book. There's no time like the present to start building your audience, one post at a time. By publication, you'll be off to a great start! Happy Blogging...

*Joanne DeMaio is a Connecticut writer and founder of the inspirational blog, Whole Latte Life. Grab a coffee and stop by for a visit at [www.joannedemaio.blogspot.com](http://www.joannedemaio.blogspot.com).*



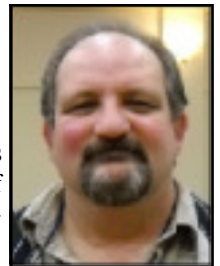
## Brag Board

**Dick Benton:** “My third published novel, *The Mission*, a post-apocalypse adventure that hopes to answer some important questions about the efficacy of attempting to repopulate earth after nuclear calamity is now available and is selling well. Everyone is invited to ask me about it. Just don’t ask me about the wild card.”



**D'vorah Lansky** is thrilled to share that her **Book Marketing Teleseminar Series** has grown to over 800 members in less than three months! Book marketing mavens such as John Kremer (*1001 Ways to Market Your Books*) and Kathleen Gage (*Build Your Books Sales with Teleseminars*) are two of the fifteen speakers in the series. “It is so exciting to start off by interviewing one person and have it snowball into something so wonderful. In the past few weeks I’ve been approached by publishers and educators who want to speak with me about teaming up on projects. This is like a dream come true and I’m having so much fun! If any CAPA members are interested in learning via Teleseminars, there is no charge to listen in to the series at [www.BookMarketingTeleseminars.com](http://www.BookMarketingTeleseminars.com).” D’vorah Lansky,

author of *Connect, Communicate, and Profit*.



**Jason Alster** will be doing a book signing at the West Hartford Judaica Store on April 3rd at 12-2 p.m. for his book *Leaving Home, Going Home, Returning Home*. He will be speaking at CAPA SE Groton on the topic of making book trailers on April 18th. He has released through Amazon.com downloads of two movies, 1) *Anyone Can Improve Their Own Handwriting* and 2) *Being In Control: Natural Solutions for ADHD, Dyslexia, and Test Anxiety*.



**Karen M. Rider** launched a new website at [www.KarenMRider.com](http://www.KarenMRider.com). The new site features Karen’s writing services, nonfiction articles, visionary interviews, fiction and a press room. Her blog, *Soul of a Writer*, also launched at [www.KarenMRider.blogspot.com](http://www.KarenMRider.blogspot.com). Karen and co-author, Annie Kelleher, have a book *Eating. . . The Angel Way: A Divinely Inspired Approach to Nourishing Your Bodymind, Heart and Soul*, in review with a publishing house specializing in mind-body-spirit health and energy medicine titles. They are hopeful for a final answer by the spring.

**Karlee Etter’s** workshop proposal to Historical Novel Society has been accepted for their June 2011 National Conference in San Diego. The topic is 19th-century fashion/costuming for writers. Current title: *The Best (or Worst) Dressed Heroine or Hero*. It will be an adaptation of a workshop she has already done for two of her local writing groups. <http://www.karleeaturner.wordpress.com>. *America’s Victorian Era in the Age of Sail: Women at Sea*.



**Rosemary Harris** reports, “I’m delighted that starting on March 15 and for a limited time only, my debut mystery, *Pushing Up Daisies*, will be available in a special Amazon Kindle edition for only 2.99. I’m very excited as well to have just received copies of *Pushing Up Daisies* from Japanese publisher! Rosemary Harris [www.rosemaryharris.com](http://www.rosemaryharris.com)

**Peggy Gaffney** is back from NYC after a successful week hobnobbing with Martha Stewart and her fellow members of the Dreamers into Doers entrepreneurial group. The lectures were very educational and the food was fabulous. She got a chance to chat with Martha – who likes Peggy’s new book *The Crafty Llama and Alpaca Knits*. Peggy got to show off a new sweater designed for the event – made of handspun alpaca with an original design to honor the new book.



## The ABCs of the Editing Process: Adding New Words to English By Roberta J. Buland

Piggybacking on last month's column, "Banishing Words from Usage," this month's column is about the opposite: adding words to English, based on the most recent *AARP Bulletin*. I was particularly intrigued by the article because it brought back pleasant memories of my first editorial job at Thorndike-Barnhart, publishers of school dictionaries. I culled and wrote definitions of new words for *The Barnhart Dictionary of New English Since 1963* at a time when the language was exploding with technological vocabulary.

The *Bulletin* article, "50 New Words," by Betsy Towner, makes a point of telling readers that they can impress friends with words such as chillax (v.), "to calm and relax"; flash mob (n.), "brief gathering for a common purpose, announced by e-mail or text"; or frenemy (n.), "friend with whom one has frequent conflict." Therefore, you could write, "I am chillaxing with my frenemy who took part in a flash mob." Would your friends walk away or would they say, "Huh?"

Either way, you could be legally contributing to their vocabularies. However, if you want to get rid of a frenemy, you could simply unfriend (v.) that person. If you decide to do so, have the courtesy to tell him/her that you are doing so.

Other words include those that have been commonly known as nouns, but have become verbs, which I negatively alluded to last month: friend, "to add to a list of personal associates on a website"; heart, "to like very much, love"; and microblog, to post very short entries on a blog." Since *AARP* has sanctioned the use of these nouns as verbs, I feel obliged to rethink my pet peeve about changing nouns to verbs. The words above are almost self-explanatory. But, look at hypermilling (n.), "altering a car to maximize its fuel efficiency." Not only is the word really new, but the actual how-to could be challenging.

Have you heard or seen the abbreviation, LBD? This noun stands for "little black dress," the mainstay of most female wardrobes. A word that you have heard, perhaps, is overleveraged (adj.), "having taken on too much

debt." There are many ideas that come to mind, whether it refers to government, banks or individuals. A related word is zombie bank (n.), "insolvent bank that survives through government support." I would venture to say a zombie bank is one that is overleveraged.

What is a paywall? It may have stymied you without your knowing what it meant: "arrangement whereby website access is restricted to paying users only." The traditional definition of pimp (v.) is well-known. However, it can also mean "to make something more showy or impressive." So, you can tell your colleague, "If you will pimp your demo, more people might like it."

Often people combine two words to make a shorter one because they may be people of few(er) words, which may or may not be self-explanatory, such as sheeple (n.), "unquestioning followers (from sheep + people.)"

A word in the list that I saw frequently last summer in the newspapers is staycation (n.), "vacation spent at home," which many people had to do last summer because of "the economy."

A word I suspect comes from "uvula," part of the throat's



soft palate, is vuvuzela (n.), "long horn blown by fans at soccer matches." Why can't it also be blown at football or basketball games?

Matchy-matchy (adj.), "excessively color-coordinated," best describes some of the combinations I see teenagers wearing today. So, if you are a parent, say matchy-matchy to comment on your teenager's taste. It may begin an interesting conversation.

Comments? Contact me at [rjbuland@comcast.net](mailto:rjbuland@comcast.net)

*Roberta J. Buland is the owner-editor of RIGHT WORDS UNLIMITED, a full service editorial and publishing services firm in West Hartford. She is a past president of CAPA and may also be reached at 860-308-2550. She welcomes questions about any aspect of editing, writing and publishing.*

## How to Monetize "Free"

continued from January issue

5. Take names: You should never give free away without asking for an email address. I see people do this all the time; they have a ton of free stuff but never collect emails. If that's the case, the freebies you are offering may be of great value to your end user but they won't matter to your marketing. Get emails. It's called an ethical bribe. You get something (their email) and give them something (the free stuff).

6. Make it easy to get: Don't make free difficult. What I mean is make it easy to get your free stuff. If people have to jump through hoops, they won't do it and the free stuff

won't matter. For example - put your free stuff on your home page, or at least have a link to it, though I recommend using free stuff as an ethical bribe (as a way to get sign-ups for your newsletter). When you ask for their email, make it easy. A simple click or two is all it should take. Then,

don't ask for too much information. If you ask me for my address, birthday, and whatnot I doubt I will want your free stuff that badly. Shorten the staircase. If you make it complicated, it's not really free. Just bait. If you bait your consumer in this fashion you'll lose them.

*Reprinted from "The Book Marketing Expert newsletter," a free ezine offering book promotion and publicity tips and techniques.*