



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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Jason Alster to Speak About Book Trailers at the February Meeting



Jason Alster will be previewing his CAPA-U presentation on using book trailers to publicize books at the upcoming CAPA Central meeting in Avon Feb. 16. This relatively new technique uses the old time concept taken from movie trailer “Coming Attractions” and applies it to the

newest techniques of digital movie productions that may be created on your computer with simple, readily available tools – and marketed online to thousands of possible readers.

Everyone is invited to come and bring your questions on how this type of marketing would work for you.

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Meet A Member

D’vorah Lansky

by David Garnes



career as a book-marketing educator, specializing in the potentially limitless but sometimes intimidating (to the uninitiated) world of online marketing.

Born and raised in Los Angeles, D’vorah earned her master’s degree in education. She taught elementary school for 12 years, including two years in a Peace Corps-type program in Israel, where she worked with Ethiopian children and elders.

When D’vorah’s son was born in 1994, she decided she would find a way to work from home, via the Internet. Soon, she tapped into social networking, speaking at local events and teaching courses about online marketing for entrepreneurs. This led to the publication of her first book, *Connect, Communicate, and Profit: Build Successful Business Relationships Online*.

D’vorah decided to market her book exclusively online. This experience eventually resulted in the publication of

her Amazon bestseller, *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online*.

She’s since gone on to teach several popular online courses using the “Made Easy” concept. D’vorah is also the producer of the annual Book Marketing Conference Online, at which CAPA founder Brian Jud was a featured guest this past year.

Of all the online book-marketing strategies available, D’vorah feels the three most important ones are:

- To develop a blog as your online hub
- To participate in a virtual book tour so you may reach people around the globe
- To conduct online Tele-seminars as a way for people to hear your voice and connect with your message

For many of us (yours truly included), it’s not the writing, editing or publishing of our books that’s the biggest challenge. It’s the **MARKETING**. We know we have something valuable to say, but how can we reach the largest possible audience with our finished product?

D’vorah Lansky has many of the answers. A best-selling author, D’vorah has developed a successful

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Meetings

Southwest Division
Shelton
2/13
Monique Durant speaker

Main Meeting
Avon
2/18
Jason Alster speaker

Southeast Division
Groton
1/20
No Meeting this Month

Baking With Barb by Barbara Klein

Lemon Meringue Pie

Since snow prevented our January CAPA meeting, the dishes that I prepared for the event were frozen or eaten; sorry y'all but I couldn't help myself. I did, however, work on my food memoir. I added one recipe that brought back a lot of memories: my mother's all-time favorite dessert, lemon meringue pie.

When I was a teenager, my mom bought flour in 25-pound bags. I'm sure most of you wouldn't use that much in a year, but since there were 11 family members and Mom did all our baking, we consumed a lot of gluten. She got a pie cookbook in one of the bags or purchased it with coupons. I used this Lemon Meringue

Pie recipe from that book. The pie turned out so well, I became the designated pie chef.

Every Sunday, dozens of cousins, aunts and uncles descended on our home, which was filled with the fragrance of fresh baked pies. Every weekend we had meringue pies for dessert—and every time at least one was lemon. Try this recipe, but don't stop at lemon. Try butterscotch, vanilla or chocolate (Elvis' favorite). Purchase your favorite refrigerated or frozen pie crust or use this standard recipe for perfect pastry.

Perfect Pie Crust:

Combine 1¼ cup flour, a pinch of salt, and 1/3 cup shortening (I use half canola

oil and half butter), and mix with pastry blender or fork until mixture resembles cornmeal. Add enough cold water (2 or 3 tablespoons) to combine dough gently into a ball. Do not knead. Flatten dough on a floured surface and roll into circle that will cover pie plate and extend slightly. Fold into fourths and place in pie pan. Unfold and press into pan tucking edges and shape with fingers into scallops or use fork to decorate. Prick bottom and sides evenly with a fork. Bake in preheated oven 450 degrees for eight minutes until golden brown. Set aside.



Filling:

4½ tablespoons cornstarch
1½ cups sugar
1½ cups water
Pinch of salt
3 eggs, room temperature,

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CAPA Board of Directors

CAPA Officers & Board Members Contact Information

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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**D'vorah Lansky**

continued

D'vorah says, "A blog provides a powerful platform from which authors can welcome their readers, sell their books and information products, and house their audios and videos. It is inexpensive to set up, it is easy for authors to add or edit content without having to rely on a Web developer, and it is search engine-friendly, as new content is being added regularly."

D'vorah appreciates the supportive environment and positive attitude of fellow CAPA members. When I asked her if there was anything members could help her with, D'vorah

said, "The author community I serve very much wants to know more about digital publishing and eBooks. If any CAPA member knows of experts in these fields, please let me know. I'd like to interview them."

Look for D'vorah as a future speaker at our monthly Avon meeting. In the meantime, visit her online at www.BookMarketingMadeEasy.com. You'll be able to connect with D'vorah and her online author community, as well as receive her free report, "7 Tips for Maximizing Your Own Blog Tour."

How to Build a Successful Marketing Platform

by Brian Jud

Actors use a physical platform to raise themselves above their audiences, focusing attention on themselves so everyone may see and hear them. The concept of building a marketing platform is not dissimilar. Publishers generally assume that if their authors' platforms are significant in numbers, potential buyers will either buy their book upon its publication or spread the word about it to others. But this is not often the case. Simply because people have heard of you or have befriended you on Facebook does not mean they will buy your book or support its introduction.

While it is good to have a large number of potential buyers in your platform, it is critical to have a smaller group who will spread the word about you and your book. In other words, the quantity of people in your network is not as important as the quality of the relationships you have with those who are, or could become, your advocates. Just as you sell through bookstores to your readers, communicate through people who have a large following and have a reason to support you, and who will communicate to those in a larger group – those who could be potential buyers.

Accomplish this by building your marketing platform on two different levels. First, create its foundation with relationships among people in small groups of influential communicators. Then build familiarity among those in the larger audience who will listen to your advocates and buy your book.

Build your platform's foundation

A platform is not something you erect simply to launch your book. It is a series of career-long relationships with people who find it beneficial to communicate the word about your book, introduce you to influential people who can endorse your book or get you on major media. As third-party references, these people give you more credibility among those in the larger segment of your platform.

Platform building begins with cultivating relationships with a core selection of credible sources in at least five groups.

Good friends. These are people who know you well.

They could be your classmates, fellow employees, relatives and neighbors. This is probably the weakest category in terms of their desire or ability to spread the word about your book, but they should not be overlooked.

Centers of influence. Who are the well-known people that can influence the purchasing decisions of large groups of your target readers? These could be celebrities, industry icons, people in the media or bloggers with a large following.

Professional associates. People who have a following in a specific niche can spread the word among their constituents. They could be managers at distribution companies, buyers at retail stores, corporate marketing people or association executives.

People in your affinity groups. Find and participate in groups of people with similar interests or needs and who know you personally. They could be groups of people you know at the gym, at church, fellow hobbyists or in your local publishing association.

Fans. These are people in your target audience who have read your previous material or have heard you speak on your topic. They believe that you know what you are talking about and are willing to put their reputations on the line by becoming your advocate.

How to cultivate relationships

According to general theory, you are five contacts away from anyone you might want to reach. This could be a buyer at Wal-Mart, a corporate purchasing manager or the producer at a top television or radio show. A key to building a successful platform is to learn the name of the first of those five people. Find that person by networking face to face with each contact who can bring you one step closer to your ultimate objective.

Conduct your personal networking activities wherever peo-



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How to Build a Successful Marketing Platform

continued

ple congregate. You may target specific places where your prospects are most likely to be, such as those listed below.

Associations. Go to a directory of associations such as that found at www.weddles.com. Sort the list to find those most applicable to your topic and visit their websites. Find the staff and board members and make contact with them. If there is a local chapter attend a meeting and ask to be a speaker at a future meeting.

Personal presentations. Speak before groups such as Rotary clubs, Chamber of Commerce meetings, trade shows, libraries, corporate meetings or at schools.

Trade Shows. Hundreds or thousands of industry people – including media people, potential customers, suppliers and networking contacts – congregate at appropriate expositions looking for new products, information, contacts and ideas. Find relevant shows to attend at <http://www.biztradeshows.com/>

Attend seminars. Learn more about your topic and network with people there.

Perform events at retail stores. Do not attempt to simply conduct book signings. Instead, hold events that promote you as the expert on your topic.

Your personal networking will be more productive if you use common sense and courtesy. Do not overload people with information, but conduct a friendly conversation for a mutually beneficial exchange. Your objective is to help them understand how your book can benefit them as well as the people in their reference groups.

Conduct distance networking for the quantity of contacts with whom you network.

Once you have your foundation in place, continue building your platform among people who could buy your book. Use mass-communication techniques to generate a large quantity of contacts. Then when you core group connects with them, your potential buyers will recognize your name and book title. Use the Internet and other media strategically to reach as many people as possible on a regular basis.

Social media. You can post on Facebook, Twitter, YouTube, LinkedIn, Plaxo, Branchout and the other top

social-media platforms. Cross-pollinate these groups, announcing your major activities on them. Your followers and friends can keep up with your accomplishments and perhaps spread the word about them. Blend your social activity with your business to eliminate any impression of selling. Connect with and befriend like-minded people and other experts, create a fan page, ask to be “liked” on Facebook and automate tweets (www.hootsuite.com).

Broadcast and print media. Actively pursue television and radio appearances. Seek exposure in print media, including articles, letters to the editor, case histories and reviews.

Discussion groups. Join and participate in discussion groups, listservs and forums online. Find these on such sites as Yahoo.com, Topica.com, forumsdirectory.info or by conducting a specific search online for your topic.

Blog. Active blogging serves several purposes. It can build your platform, build your image as an expert on your topic, it gets others involved if they contribute to your blog, makes you a center of influence for others to contact and it forces you to keep current on your topic. You can find blogs on which to post at several sites, including technorati.com, blogtoplist.com and stumbleupon.com.

Write articles. Contribute to magazines or ezines in your area of expertise. Write letters to the editor. Make the most of your blogging by re-purposing your content into articles and tweets.

Spend time establishing relationships with those who can spread the word for you, and build a large following among people who are potential customers. Then do all you can to help bring these two groups together. Have a platform-building strategy and you can sell more books in the short run and build a solid foundation for future sales.

Brian Jud is the author of How to Make Real Money Selling Books and now offers commission-based sales of books to buyers in non-bookstore markets. For more information, contact Brian at P.O. Box 715, Avon, CT 06001-0715; (860) 675-1344; fax (860) 673-7650; email brianjud@bookmarketing.com www.premiumbookcompany.com or follow Brian on Twitter @bookmarketing.

Baking With Barb

continued

separated (put whites in large glass bowl and yolks in small bowl)

2 tablespoons butter

Juice and grated peel from 2 large lemons

Combine first 4 ingredients in medium sauce pan, cook and stir at medium heat until thick and bubbly. Reduce heat and continue to stir

for 2 minutes. Stir yolks in small bowl with fork and gradually mix in ½ cup warm pudding. Slowly return yolk mixture to pan and bring to a simmer. Cook two more minutes. Remove from heat and combine with butter, juice and peel. Pour pudding into pie crust and make meringue.

Meringue:

Using a mixer, whip 3 room-temperature egg whites, ½ teaspoon vanilla and ¼ teaspoon cream of tartar until soft peaks form. Add 6 tablespoons sugar, one spoon at a time. Continue beating until stiff peaks are formed. Spread on top of the pie, making sure the meringue

adheres to edges of crust. Lift points into the fluff to form a sea of white froth. Bake in 350° oven until the froth turns a lovely shade of brown, about 15 minutes.

Share this memory from the past with someone you love or, better yet, share it with seven. You will all enjoy it and consume fewer calories.

Want your blog to be successful? Keywords, Topic and Quality Content by Wayne English

Writing a successful blog means reaching hundreds or thousands of people. The more the better. So how do you do that?

Keywords

Use Google's excellent keyword tool to see how many people are searching for the main words in your title. Your title means everything. To be found you need to appear in search engine results. That takes keywords. So, do the research, and choose carefully.

Topic

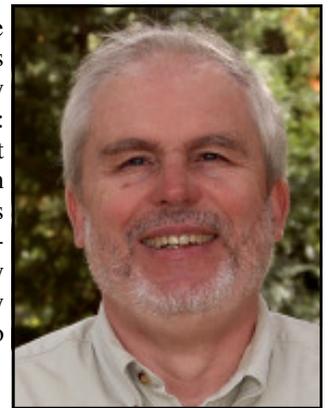
What topic you pick to write about is no less important. Pick something that:

- lots of people are interested in
- or your target audience is interested in
- and, of course, material that supports your professional needs.

Quality Content

Content is your stock and trade. The quality of your content literally determines your success. Proofread ruthlessly. Punctuate scrupulously. Verify the meaning and spelling of any unfamiliar words. How you write what you write reflects on you. Your readers will forgive the occasional typographical error. They will not tolerate poorly written content on a daily basis.

As we've said on this blog many times before: "If you don't pay attention to the needs of your audience, they won't pay attention to you."



Posted at 11:29 AM in Blog, Content | [Permalink](#)

Technorati Tags: successful blog web content

CAPA 18th Anniversary Dinner

March 17, 2012 at 6:00 p.m.

Sycamore Hills Park Community Center

635 West Avon Rd, Avon, Connecticut

*Dinner, Dancing, Music, Socializing,
the Writing Contest Awards
Tons of Fun!!!!*



BYO—Beer or Wine

\$20.00 per person

*Send payment to:
CAPA—Attn. Brian Jud
P.O. Box 715
Avon, CT 06001-0715*

Schedule of Upcoming Meetings



CAPA-SE MEETINGS

Locations: NOTE: THE FEBRUARY MEETING IS CANCELLED.

March 19, 2012 Meeting will be at the Groton Public Library



CAPA CENTRAL MEETINGS

Location: Sycamore Hills Park Community Center, Avon, CT

February 18, 2012 10:30 a.m. Speaker: Jason Alster on Book Trailers

March 17, 2012 6:00 pm CAPA Anniversary Dinner and Awards Night



CAPA SOUTHWEST MEETINGS

Location: Plumb Memorial Library, Shelton.

February 13, 2012 6:30 pm

Speaker: To be announced



The next **CAPA Book Marketing Network Meeting** is Thursday, February 16th from 6PM - 8PM at the Wethersfield Public Library, corner Silas Deane Ave and Church St., parking in rear. Presenters are Dick Margulis Creative Services – www.ampersandvirgule.com – “Creating a high-quality book to use as a marketing tool.” and Jason Alster www.jasonalster.com – “My personal and international book marketing experience.” All invited and open to the public. Please RSVP to jasonalster@gmail.com.

Book Signing Event Benefits Scholarship Fund

by Brian Jud

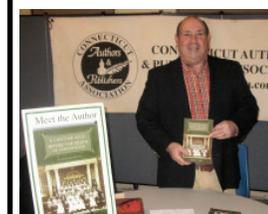
On January 7, eleven CAPA members took part in a group book signing held during the used-book sale at St Ann’s Church in Avon. This is an annual event in which all proceeds go to a scholarship fund for needy Hartford students. Some CAPA members supported this effort by donating a percentage of their sales to the fund.

Each member was assigned to a table for a three-hour shift. For some, sales were not great, but most found it helpful in terms of networking and general exposure. One idea that emerged was to have a general list of upcoming events that may be good for CAPA members to attend – craft fairs, NEIBA show, etc. We will discuss that at a future board meeting.

CAPA members who participated were Timothy Ackerman, Jason Alster, Michael Dooling, Cathy Gibson, Tido Holtkamp, Jerry Joyell, Lois Mathieu, Dodie Milardo, Louis Norton, Heidi Schlatter, Fay Taylor.

Brian Jud is the author of How to Make Real Money Selling Books and now offers commission-based sales of nonfiction, fiction and children’s titles to buyers in special markets.

For more information contact Brian at P. O. Box 715, Avon, CT 06001-0715; phone (860) 675-1344; fax (860) 270-0343; email brianjud@bookmarketing.com or www.premiumbookcompany.com twitter.com/bookmarketing



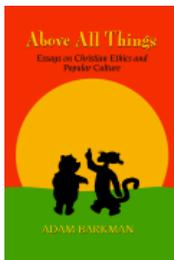
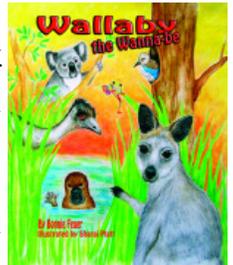
🌀 Celebrating Success 🌀

SE CAPA's **Ron Janson** received Honorable Mention in the Fiction genre for his most recent novel *Terror on the Sound* at the **2011 New England Book Festival**.

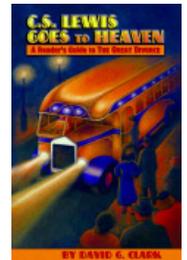
Another (SE) CAPA member received an award in the 2011 **New England Book Festival**. **Diana Perkins** earned Runner Up honors in the Gay Fiction genre. For her novel *Singing Her Alive*, Diana also received two first place awards in the **2011 Dragonfly eBook Contest** for the same novel: <http://www.fivestarpublishings.com/bookcontest/winners.html#2011debawin>

Dawn Aldrich, author of *Auntie's House* (2009, Halo Publishing) and inspirational blogger (blog.DawnAldrich.com) will be a guest on Moms Together, February 23, 2012, discussing separation anxiety in children. Moms Together is a Facebook community of over 6,600 moms discussing parenting and family topics. Various discussion questions will be posted between 10 a.m. and 6 p.m. EST and all moms (and grandmas) are invited to share their opinions/experiences. Simply go to <http://www.facebook.com/MomsTogether> and *Like* the page to join the discussion. See you there!

Peter Malia's The Connecticut Press is proud to announce the publication of *Wallaby the Wannabe*, a new children's book by Milford, Connecticut educator **Bonnie Feuer**. Inspired by more than 20 years of teaching in the primary grades, this beautifully written and illustrated children's story transports readers and listeners into the exotic world of the Australian Outback, where Wallaby hops her way through an unforgettable adventure in self discovery. On her journey, she visits an array of enchanting habitats and native Australian animals, all drawn in endearing realism by Connecticut native, Sharai Platt. A celebration of differences between its various characters, *Wallaby the Wannabe* promotes a universal message of diversity and acceptance in reminding us all to appreciate ourselves for who we are – certainly a critically important message to convey amid the growing national concern over bullying among our young people.



Robert Trexler, owner/publisher of **Winged Lion Press**, recently released three books: *Behind the Back of the North Wind: Critical Essays on George MacDonald's Classic Children's Book* (edited by John Pennington and Roderick McGillis), *Above All Things: Essays on Christian Ethics and Popular Culture* (by Adam Barkman), and *C.S. Lewis Goes to Heaven: A Reader's Guide to The Great Divorce* (by David G. Clark). Find more information at www.wingedlionpress.com



Barbara Wallis Felgate is writing a book on the Hartford Circus Fire. "In 1944 my parents took me to the circus in Hartford and the tent burned down. I wrote an essay about it for CAPA's writing contest several years ago. I have revised it slightly and am planning to include it in a book I am planning to write around people's memories of the circus fire. I am hoping that people will mail or e-mail their stories to me so I can include them in the book. I am hoping to have some photographs in the book as well. The date of the fire was July 6, 1944. In a year and a half it will be the 70th anniversary of that fateful day. I am hoping to have my book in print by then. My plans include donating a book to the Connecticut Historical Society and to the Connecticut State Library. Anyone with a story to tell, or a memory to relate, no matter how small, can e-mail me at hartfordcircusfire@gmail.com (<mailto:hartfordcircusfire@gmail.com>) or send it to me: Barbara W. Felgate, 1 Brush Pasture Lane, Unit 201, Portland, Ct. 06480."

CAPA author **Michael L. Kilday** received two literary awards last month for each of the books in his **Truth Never Changes** series. *Truth Never Changes: Earth Changes*, the first book of the series, received an honorable mention in the wildcard category from the New England Book Festival. *Truth Never Changes: The Genesis of the Path*, the second book of the series received an honorable mention in the wildcard category from the London Book Festival. The awards were conferred by JM Northern Media of Hollywood which runs a series of book festivals year-round in the United States and Europe. Submitted works are judged by a panel of industry experts using the criteria of: general excellence, the author's passion for telling a good story and the potential of the work to reach a wider audience.

The ABCs of the Editing Process: Brain Scan, Study or ???

By Roberta Buland

Among the many emails I receive daily are puzzles, word teasers and messages containing a variety of grammatical and content errors. The first two are usually acceptable, but when an email arrives that contains incomplete sentences, misspellings or other grammatical errors, I'm inclined to press the delete key and go on to the next one.

However, once in a while, an email comes along that so challenges me I feel compelled to try to figure it out. The one below has every imaginable mistake, at least, every one that I can imagine, so I felt I had to share it with you. Mistakes include no paragraphing, incomplete sentences, lack of lower case and words spelled with numbers! Of course, I don't expect that my clients will write like this, unless they are puzzle writers, or want to embed a message into a detective story.

Brain Study

The header was "Brain Study," followed by the message: "If you can read this you have a strong mind. But, don't give up keep reading." Obviously, a comma was missing in the last sentence. I have great respect for the sender since he's never written me an email with errors. However, the challenging words, "Don't give up," persuaded me not to delete it, but, rather, to accept the challenge.

Not too long after I received the message below, I received the same one again, but with a more detailed message from the one who had forwarded it to him. "Wow! It took me a few seconds, but then I got the hang of it... I've seen this with the letters out of order, but this is only the second time I've seen it with numbers." The sender who forwarded it to me usually sends emails without punctuation and writes in all caps or lower case with no punctuation. The one who sent it to me often writes using no punctuation and all caps or lower case. I wondered if he was trying to tell me, "See, others write like me." I then wondered what the first email verse looked like, that is, without the numbers. Does he/she mean that there were spaces where the numbers should have been, or that the numbers were replaced by letters? You see, my gut reaction to something like this is: If I question the meaning, others will also.

F1gur471v3ly 5p34k1ng?

The title of this second one was: "F1gur471v3ly 5p34k1ng?" I appreciated the pun, but more important to me was that I could immediately figure (no pun intended) out the title, and then, the rest, as they say, was a piece of cake. However, being on a diet, I don't appreciate food metaphors or, for that matter, food columnists or food programs, but that subject is for another column.

Give it a try

So, I suggest you give it a try—unless of course, you also received this cyber message before reading this column and figured (again, no pun intended) it all out! Hint: If you know what letter each number stands for, it will be easier for you to decipher.

Finally, if you can't figure it out, email me, and I'll send you the Cliff Note for it. Have fun!

F1gur471v3ly 5p34k1ng?

7H15 M3554G3
53RV35 7O PR0V3
H0W 0UR M1ND5 C4N
D0 4M4Z1NG 7H1NG5!
1MPR3551V3 7H1NG5!
1N 7H3 B3G1NN1NG
17 WA5 H4RD BU7
N0W, 0N 7H15 LIN3
YOUR M1ND 1S
R34D1NG 17
4U70M471C4LLY
W17H 0U7 3V3N
7H1NK1NG 4B0U7 17,
B3 PROUD! ONLY
C3R741N P30PL3 C4N
R3AD 7H15.
PL3453 F0RW4RD 1F
U C4N R34D 7H15.

Words of caution

I caution you that this kind of writing/wording further emphasizes that you authors must be sure your work is free of errors or your readers will focus on the errors, not your message. Whenever you need help, I'm here for you.

Questions or comments? Email: rjbuland@comcast.net

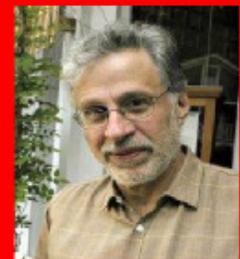
Roberta J. Buland is the Owner-Editor of RIGHT WORDS UNLIMITED, a full service editorial and publishing firm in West Hartford. She is a past president of CAPA and may be reached at 860-308-2550. She welcomes questions about any aspect of editing, writing and publishing.



Save
the
Date...



CAPA-U



Lary Bloom
Keynote Speaker



May 12, 2012