



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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Sandra Diamond to Speak at the May Meeting



At the May CAPA Central meeting, Sandra Diamond will present what she's termed a "Power Animal Journey." Following is a sensory-laden description of this experience, adapted from her promotional brochure.

Welcome to a Power Animal Journey. With the aid of drumming, which alters brainwaves to a more creative place, you may enter into a state of non-ordinary reality. In this altered state of consciousness, you

will experience a reality that will provide you with heightened perception. You'll be able to draw upon a greater depth of experience. Your vision will be altered to experience colors in ways not usually perceived.

Landscapes may appear varied – as widely varied as Monet paintings are from cubistic Picassos. Sounds seem more intense, and unexpected scents may be more acute, from the deep, acrid smell of sulphur in caves to the delightfully refreshing aromas of honeysuckle and wild rose.

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Meet A Member by Carol Healy

Nancy Di Fabbio - May Meet A Member

Our May Meet A Member, Nancy Di Fabbio, has maintained her childhood passion for fanciful wedding gowns and magical horses throughout her life. Perhaps fairy tales do come true in rural Connecticut.

Horse ownership was not always within Nancy's grasp. Growing up in a middle-class suburban New Jersey neighborhood precluded the possibility of horse ownership and she never learned to ride. When she later married and had four children, she continued to admire horses as



beautiful, magical animals that galloped just out of reach.

When her adolescent daughter entered a horse-crazy phase, Nancy

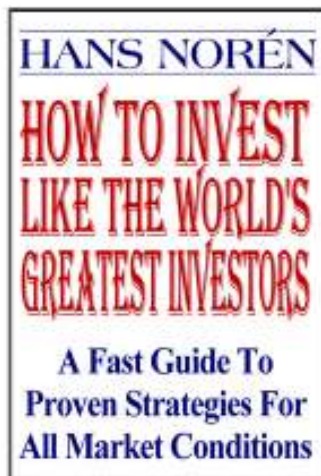
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Contributors

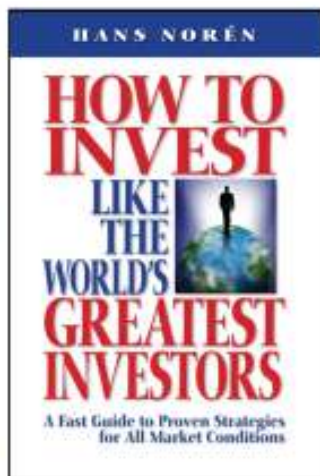
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Cover Design Strategies

Michele DeFilippo, 1106 Design <http://www.1106design.com>



Before



After

Every book cover presents a unique challenge. In this example, the task was to corral the lengthy title and subtitle while maintaining

a focal point to draw the eye. (The author requested that the same colors be used.) The “before” version contained a disturbing mixture of fonts. Formal for the author’s name, “snake oil” for the main title, and conservative for the subtitle. All the type is nearly the same size and difficult to read. The eye does not know where to land first. Overall, the cover design does

nothing to inspire credibility about the content.

The “after” version uses larger type to emphasize the most important words in the title. The picture of someone “on top of the world” draws the eye and conceptualizes the results that the buyer can expect to achieve by following the advice inside. Conservative, serif type from top to bottom suggests stability and credibility. The author’s name is highlighted in the top bar to draw the eye upward without competing with the title. The size of the subtitle ensures it doesn’t compete for attention with the title and will be read last.

With a skilled cover-design firm on your team, even the challenge of color restrictions and an overly long title may be successfully turned into an eye-catching cover.

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 Brian Jud at brianjud@comcast.net.

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

ARTICLES DUE BY THE 28TH OF THE MONTH

Editor—Brian Jud, Meet A Member Column—Carol Healy

Copy Editor—Rita Reali Staff Photographer—Deborah Kilday, Chris Blake—Staff Writer

Speaker Review: Debbie Tosum Kilday (April, 2012)

Author Beats the Odds and Helps Others at the Same Time

By Chris Blake
cgblake.author@gmail.com

By her own admission, Debbie Kilday avoided casinos all her life. Her family warned her about the evils of casinos, which they said would lead to a gambling addiction. However, seven years ago, she fulfilled a close friend's dying wish to visit the Mohegan Sun casino, play the slot machines and make new friends. She was reluctant, but made plans to visit Mohegan Sun with her husband Mike, her sick friend and her spouse.

Her friend was too sick to go out that night, so Kilday and her husband made the trip – and she won \$10,000 playing the slot machines. That was the beginning of an incredible run for her. Debbie subsequently won \$400,000 in three months, helping her friend with her medical bills. During a four-day trip to Las Vegas, she won \$630,000. It was during that trip that she figured out how she was beating the slots. When she came back to Connecticut, Kilday decided to use her gambling winnings to help others.

She made friends at the casino and gave them her winnings to help them. In five years, she said she won \$3.4 million playing the \$1 slot machines. Then her troubles began.

The IRS came after her for back taxes on her gambling income. The government wanted to know who received the money she won.

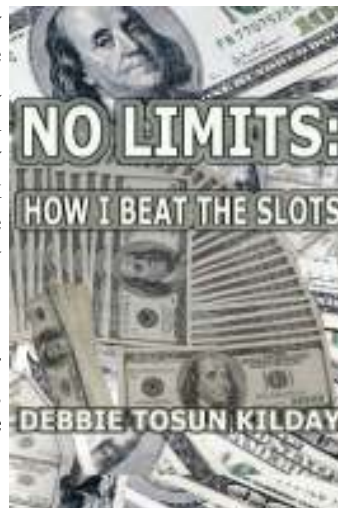
“I was hounded by the government for five years,” she said during a talk at the April CAPA meeting in Avon. “They expected me to go back and win some more money so I could pay them.”

After another successful night at the casino, she told her husband she had had enough.

“I went home that night and decided I was going to write a book,” she said. “I was going to tell other people how do beat the slots.”

The result was her book, *No Limits: How I Beat the Slots*, which is available in paperback through the Barnes & Noble online bookstore.

The biggest lesson she learned was that “you shouldn't be afraid to be able to express yourself... It's



very important to get your feelings out. Everyone has a book in them,” she said. Though her friend eventually died after a long battle with cancer, her advice to Kilday enabled her to help other people.

Debbie is also a nature photographer and published a coffee-table book of photographs called, *Farmington River Reflections*. Debbie also designs book covers for other authors.

Kilday said CAPA is a perfect group for authors because the members are so supportive of each other. She said one obstacle writers must overcome is fear. “Don't be afraid, because fear will eat you alive,” she said. “There are no limits to what you can achieve if you put your mind to it.”



Interior Designing

(Dick Margulis, editor and book designer, New Haven, Connecticut.)

Contact Dick at dick@dmargulis.com

What's Your Favorite Font?

Many discussions of book interior design begin with some version of the question What's your favorite font? I've heard and read discussions among publishers that start there and descend. One person loves Palatino. Another has never

considered the question and admits to creating his book pages in Microsoft Word, using the default font in that program, Times New Roman. (For the record, I'd be unlikely to use either as a text font in a book, although both have their purposes in other contexts.)

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Meet A Member

weighed the options and decided they could manage riding lessons since they were no more expensive than dance or piano lessons. The minute she walked into the schooling barn, her own childhood longings resurfaced. Her desire to ride grew as she watched her daughter's lesson.

When she voiced her yearnings to the trainer, Nancy was enjoined to sign up for beginner adult lessons. Many other adults had similar dreams and experiences. She realized one of her dreams by learning to ride and eventually acquired her own herd of five horses.

Living her second dream, Nancy operated her own custom bridal business, happily creating wedding gowns for hundreds of brides. When she finally closed up shop after 30 years, she first put her spare time to use by writing advice for brides.

Quest for the Dress – Finding your Dream Gown without Losing your Sanity, Friends, or Groom was her first book. It was released in April 2011 and is an entertaining and informative must-read for every bride-to-be.

Her passion for horses and, in particular, her admiration for her own little Morgan, Trinity, inspired her to write her first novel, *Midnight Magic – Be Careful What You Wish For!*, a spooky mystery sure to delight young readers and adults alike.

Nancy also writes a column, "Tales from the NEIGH-borhood," based on the exploits of her herd. Each tale contains a bit of factual

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horse information, a story and a moral.

Nancy is currently editing a companion book to *Quest*, which is targeted toward bridesmaids, a horse how-to, entitled, *Saddle Up! – And Live Your Dream* and the book version of "Tales from the NEIGH-borhood."

At a recent CAPA meeting, Nancy was excited to meet other members and learn about their journey as authors. To learn more about Nancy's work, please visit her website: www.nancydifabbio.com

Tips For Selling Books to Non-Bookstore Buyers

There's still demand for big cultural buckets, but they're no longer the only market. The hits now compete with an infinite number of niche markets, of any size. And consumers are increasingly favoring the one with the most choice. The era of one-size-fits-all is ending, and in its place is something new, a market of multitudes.

The Long Tail,
by Chris Anderson, p5

Margulis: Cont'd from p. 3

This approach to book design is backward. Font choice is important, but it comes later in the process.

A book design begins with an analysis of the manuscript itself. What category is the book in? Who is the intended audience? What are all the different kinds of elements making up the book (lists, sidebars, tables, charts, images, heading levels and so forth)? How much will the book sell for? How long is the book? How will it be printed?* How many copies will be printed initially?

Working from that information, the book designer can develop an integrated conceptual plan encompassing paper type, page size, margins and page count. Once the publisher approves that plan, the designer may begin investigating font choices that are appropriate to the content.

Tips for Performing On TV and Radio Shows

Media training will give you relaxation, calm you down, make you understand how things operate, make it easy for you to do television. You won't be preoccupied with what is happening here or happening there. You'll be able to focus, and that's the most important thing.

Lori Dolney Levine, Senior Talent Executive, *Fox After Breakfast*

The ABCs of the Editing Process: *Remembrance of Things Past* By Roberta Buland



How would you like to read this review of your memoir? “The major ... literary statement of the 20th century looks back at the old social order while noting the rise of a different way of life. It is extraordinary not only in its length, but for the remarkable observations on the aspirations, the foibles and emotions of life. Once experienced, the book and the voice of Proust are never forgotten.” If you do publish your memoir, I believe you wouldn’t mind a review along these lines.

As I was editing a memoir today, it dawned on me that so many people *want* to write a memoir but are not always ready to write or know how to go about the process of writing one. Marcel Proust, the author of *Remembrance of Things Past*, was fortunate to not only write and sell his work in his time, but also that his three volumes live on today, selling for over \$100. Not so bad, right?

Not Writing a Memoir

The memoir I am editing now has been and continues to be uniquely put together. I want to share the process with you because it is one that doesn’t require the author to write at all!

Several months ago a businessman asked me how he could resurrect his life for his children and grandchildren. At first I didn’t understand what he wanted me to do. He then explained that he has a lot of stories—*in his head*—about his nearly septuagenarian-aged life, but has difficulty writing because his hands don’t let him, he hasn’t learned to type and knows nothing about a computer, except that his secretary uses one. He marvels at how it works, but it’s not for him to learn how at this stage of his life. His immediate wish, though, is to get his stories written down before he forgets them.

Dictate a Memoir

I suggested he dictate the stories to his secretary. He said it would take too much of her time, and besides, she had so many other jobs and projects to do. Then it hit me. Why not do what I do when I interview authors? The author talks stories into one that can later be transcribed.

He liked the idea. But, where would he find someone to transcribe his stories? And, how much would it cost to do so? And, would it be cost-effective?

I concluded that this was one smart businessman! He knew business well, but as for writing. ...

I suggested he buy a tape recorder. He had dictated lots of letters in his time. He could “dictate” his stories into the tape recorder. I’d find a way to have them transcribed for him—in a cost-effective manner. He liked the idea because, as he explained to me, “I can do it at my leisure. As stories come to mind, I can simply turn on the recorder and talk. No one has to be there with me,” he said. “And, I can make a list of what I want to talk about. One word could generate several pages,” he concluded.

“You’re right,” I said. “I’ll research a person to transcribe your tapes. She can then email me the transcribed stories. I’ll edit them on the computer and send you the edited stories to review. Then we’ll meet to discuss them, make changes and eventually produce your book.”

“So, I’ll have to make some notes when I review the stories?” he said.

“Yes,” I agreed. “Are you able to circle the parts you want to discuss and perhaps write a note or two of your thoughts?”

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Schedule of Upcoming Meetings



CAPA-SE MEETINGS

Locations: Groton Public Library 6:30 pm.

- 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 am

- June 16 Jennifer Fusco, (President of CTRWA) - *Marketing*
 July 21 *CAPA's Annual Summer Picnic*
 August 18 Anne Kelleher -*Writing Coach*



CAPA SOUTHWEST MEETINGS

Location: Plumb Memorial Library, Shelton. 6:30 pm

- June 11, 2012 6:30 pm
Speaker: To be announced

Booksigning Tips Submitted by Patti Brooks

When I'm standing at my table, passing out bookmarks or whatever goody I have, I look at the people approaching.

"Oh my goodness, that pendant is beautiful." Blah blah blah. They respond with thank you. I say, "Is it an heirloom?" blah blah blah. They say no. I say with a giggle, "My heroine in this book would love it. She is a bit of a jewelry junkie."

Bam! Segue to book without being pushy.

If you watch people as they walk around, you can figure out something about them that will either give you a personal connection. Sports team hat, college T-shirt, etc – or you can find some little detail you could compliment them on and then segue into your book. Not "in your face," just conversation.

If you make it about them, they will step into your zone. They don't care about you/us, and they don't

even realize they're interested in your book until you give them a reason.

There is a lot to setting up a good signing. I've been doing these since 2008 and have good luck with them. The presentation of your table is the most important. It is all presentation, presentation, presentation. This is what I take with me:

1. A nice table cloth that fits properly (6' or 8' table – you need to know)
2. A book stand for each book and three books laid on table in stacks, fanned out with spine showing to attract attention
3. A tri-fold brochure with the book cover on first section, a teaser on the second and third pages. On the back is contact information on Amazon, publisher, and my email.

4. A business-card holder with cards

5. A nice blank book to capture names and addresses of each purchaser, which I keep for my spreadsheet to send out postcards when my next book is out.

6. A nice tall display of the book cover (17" H by 11" W) that stands behind the book I'm displaying on the table. My publisher makes these for each of her authors. They truly are eye catching and people comment on them all the time. I do believe it pulls people in and makes them stop.

I don't put out bookmarks anymore, just an added expense and not necessary. Of course anything free is always grabbed by the public. No candy. But one thing you must al

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🎨 Celebrating Success 🎨



A few weeks ago, **Peggy Gaffney, Brian Jud and Richard Moriarty** conducted a segment on the Better Connecticut show, CBS Hartford, today talking about the CAPA University Writers Conference in Hartford. The clip is very short but it went well, and it may be seen by going to www.aboutcapa.com or scanning the QR code.



Without **Cathy Gibson** knowing it, she was included in a brochure. The Greater Hartford Interfaith Coalition For Equity and Justice created it. This is the Education Partnership in the educational advancement of children.



A couple of years ago **Margaret Schenk** wrote a biography of the late Maj. Gen. Terence P. Finnegan, a monsignor in the Catholic church and the second ever chief of chaplains of the U.S Air Force. Margaret met him because in her job as a reporter for the *New Haven Register* she was looking for a Memorial Day story, and someone recommended him. He was so fascinating that Margaret asked if he would agree to more interviews, and to her surprise and delight he did. They had several sessions and he recounted many stories. When he died Margaret put the material away for years not knowing what to do with it. Then, on a trip south, she and her husband stopped at the museum on Aberdeen Proving Grounds, and picked up a brochure on The Veterans' Project of the Library of Congress. She thought that would be an ideal place for Father Finnegan's story. She put together the biography, sent it off to the Library of Congress and to Air Force museum libraries in Ohio and Alabama. The libraries were delighted to add the history to their stacks and the Library of Congress published the entire biography on its website.

Booksigning Tips Continued from p. 6

ways remember: You can't sit behind the table all the time and expect people to stop. Also I smile a lot for I have a great time and want everyone to know I'm enjoying myself.

I check out the local paper for any Vendor Wanted ads, bazaar and craft advertisements and book-club notices. I also contact local libraries and ask if they have a book club. My library has purchased 10 of each of my books to set up a book-club bag, plus put them in the three libraries in our county. A phone call is easy.



Buland: continued from p. 5

“Oh, yes,” he said. “It’s just that I can’t write long sentences or for a long period of time.”

“Let’s see how this works,” I said. “When you have a tape ready, call me.”

History in the Making

The rest continues to be history in the making. The author has recorded several stories that I have edited and sent to him. He told me, “This is fun. I never thought I’d ever get a book written!”

We now have over 100 manuscript pages—and he’s going strong. He took his recorder on vacation and continued working,” he said. “But it’s not really work. I love it.”

We haven’t yet decided on a title, but I think *Remembrance of Things Past* is appropriate. Don’t you?

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.

Diamond: cont’d from p. 1

The most astonishing result of a Power Animal Journey is to experience life through the perception of other animals. For example, a magnificent bird of prey soaring high above the ground, a great black bear lumbering through the woods... even a dolphin frolicking in the wake of a passing boat.

These perceptions come from a very real place and you can have at your fingertips firsthand information that ultimately enriches your writing.

You may have conversations with a deer to discover greater depths of gentleness, or solve problems with your characters from the viewpoint of a wolf, hummingbird or other creature.

All visions and mergings are possible. The only limitation comes from your own personality. When you are able to get out of your own way, so to speak, these Power Animal Journeys can enhance not only your writing, but your perspective on life as well.

I suggest wearing comfortable clothing and bringing along a comfy pillow and/or blanket and an eye covering to block the light. But most importantly, bring an open mind and your sense of adventure!

Marketing Tip

Planning can help you minimize all the possible marketing alternatives and direct your actions accordingly.

Upcoming Promotion Opportunities

If your content can tie in with one of these events, contact producers and editors to do a story on it

June is...

Father's Day
Mother's Day
Graduation Month
Dairy Month
Adopt A Cat Month
Cancer Awareness Month
Fresh Fruit & Vegetable Month
National Iced Tea Month
National Rose Month
American Rivers Month
Zoo and Aquarium Month
Turkey Lover's Month
Seafood Month
National Patriots Month

July is...

National Baked Bean Month
National Hot Dog Month
National Ice Cream Month
Purposeful Parenting Month
National Tennis Month

August is...

Foot Health Month
International Air Travel Month
National Golf Month
National Parks Month
National Catfish Month
National Water Quality Month

September is...

Baby Safety Month
Classical Music Month
Library Card Sign Up Month
National Honey Month
National Piano Month