



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

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## CAPA HOLIDAY PARTY **Where:**

Everyone is invited to come and relax with your fellow writers and future writers, chat about your writing and network with those who are building a career in the book business. Please bring a finger food to share.

Sycamore Hills Community Center  
635 West Avon Road, Avon, CT

**When:**  
10:30 am – 12:30 pm  
Saturday, Dec. 15

**Join Us and Party**



## Meet A Member: Sara Strecker By David Garnes

Going from Connecticut Slam Poetry champion in high school to UConn Ph.D. candidate in skeletal biology may be quite a leap, but Sara Strecker has managed to do just that – and she continues to maintain her passion for both science and the arts.

Author of seven novels (both published and unpublished), Sara eagerly looks forward to becoming a college professor. Her academic background is in biochemistry/biology and genetic engineering. Meantime, her latest book, *Lies & Country*, a thriller, is available through amazon.com.

Born in Bristol, Sara grew up in Wethersfield. She is a graduate of



Worcester Polytechnic Institute and earned a Master's degree in Biology from St. Joseph College before enrolling at UConn.

Sara tells me she's been writing

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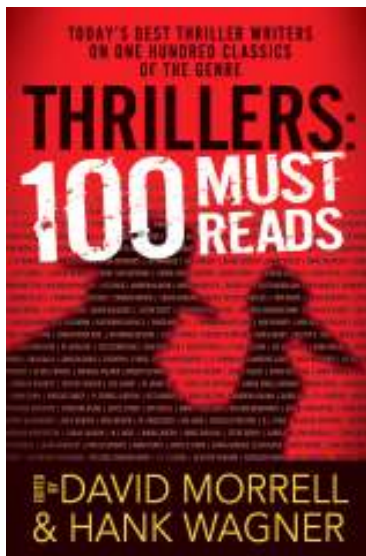
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### Cover Design Strategies — George Foster

(George Foster has designed the covers for more than a thousand books and is a contributing author to *1001 Ways to Market Your Books*. Contact at [www.fostercovers.com](http://www.fostercovers.com) or [george@fostercovers.com](mailto:george@fostercovers.com))

A book of 100 definitive, thought-provoking commentaries on the 100 greatest thrillers of all time. Each commentary is by one of today's best thriller writers – and their names are all on the front cover. Whew! There's no way they could be anything but small, so I used them to create a screen through which we see a lurking killer outside your window. A dramatic, singular image is common to the thriller genre and here, a simple shadow works great for adding type legibly over it.



### Tips to Help You Sell More Books on TV and Radio Shows

Many TV talk shows are performed before a live studio audience. If the hosts take questions from the audience, interact with them. Never belittle a question, but do not be intimidated, either. The same principles apply to radio shows that permit people to call and ask you questions.

*“The most important thing – whether you’re on a radio show or a television show – is to be an engaging guest. It’s a performance. You have to think of yourself as an actor. You have to be an active participant.”*

– Eric Marcus, former producer for *Good Morning America* and *CBS This Morning*

### 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](mailto:brianjud@comcast.net).

Send submissions for the **Meet A Member** column to Carol Healy at [carolhealy@comcast.net](mailto: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, Staff Writer—Chris Blake*

## Ten Reasons You Can Make More Money Selling Books to Non-Bookstore Buyers

By Brian Jud

Small publishers who work to grow their business by marketing books through non-traditional or non-bookstore channels can reap significant benefits over those who stick with a bookstore-only route. Here are ten top reasons to sell books to these buyers:

- 1) **Increased revenue.** Increase your sales in a marketplace somewhat larger in size than the bookstore market.
- 2) **Recurring revenue.** In non-bookstore marketing, your customers may place a standing order.
- 3) **Lower acquisition costs.** The more frequently corporate buyers re-order your book, the more profitable each sale becomes.
- 4) **Lower unit costs.** The greater the quantity in which you print, the lower your unit cost will be.
- 5) **Increased profitability** since the lower your unit cost the greater your profitability at the same selling price.
- 6) **Greater total sales.** Sell more books to a new segment.
- 7) **Less competition.** When you make a sales call you have the buyers' undivided attention.

## Legal Matters That Matter to Writers

Professor Tonya M. Evans

### What are examples of things that cannot be copyrighted?

Copyright does not protect facts, ideas, systems or methods of operation, although it may protect the way these things are expressed.

### What's a copyright notice and when should I use it?

To demonstrate to the world that you own your work, you should use a copyright notice (although you are not required by law to use the notice). The notice should contain the copyright symbol (ex: ©), the date and the copyright owner's name.

*Contact Prof. Tonya M. Evans at [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.legalwritepublications.com); Information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, please consult a lawyer, as each case is fact specific.*

- 8) **Less discounting.** Buyers are looking for a premium to boost the sales of their products.
- 9) **Fewer returns.** Non-retail buyers do not expect to return books.
- 10) **Negotiable terms.** You may increase your flexibility in negotiations, since discounts are typically based on the number of books purchased and are not fixed.

## Internet Connections

Adele Annesi

Just in time for the holidays, here's the latest list of online resources for writers and editors. If you have a trusted site to share, please send it to Adele Annesi at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).

**aStore <http://astore.amazon.com>:** For writers seeking their own store featuring Amazon products, this site is worth investigating. aStore by Amazon is a fast and easy way to create a professional online store that may be embedded in or linked to or from your website. Writers can choose products to complement or augment their offerings.

**LitReactor <http://litreactor.com>:** LitReactor enables writers to improve their craft, gives readers a place to gab about books, and provides a platform to jump start your writing goals. Site offerings include monthly online classes, a great writers' workshop and a magazine filled with interviews, reviews and columns.

**Writers Conference & Centers (WC&C) [www.writersconf.org](http://www.writersconf.org):** This database resource allows writers to search for regional, national and international conferences, centers, festivals, residencies and retreats. Search by region and/or genre (fiction, creative nonfiction, poetry, children's literature, playwriting and screenwriting), and find scholarship opportunities as well.

*Adele Annesi is an award-winning writer, editor and instructor. Visit her editing blog for writers, [Word for Words \(http://wordforwords.blogspot.com\)](http://wordforwords.blogspot.com), and at [Adele M. Annesi \(http://www.adeleannesi.com\)](http://www.adeleannesi.com).*

## Writer's Resolutions

By Shirley Whiddon

As we look toward the coming year with its new beginnings and opportunities, this is the perfect time to set some writing goals for 2013. As with all goals, unless they are specific and measurable, you will never know whether you actually achieved them.

Some writers track their progress by the amount of time spent writing, while others count the words or pages they produce. Although specifying the quantity of time for writing could be viewed as focusing on the effort rather than the result, it is also true that no output (books, articles, poems or other written work) will be completed without a consistent amount of input (time).

Whether you measure time, words or pages, the amount you are targeting may be specified per day or as a cumulative total for the week or month.

A large task should be broken into multiple ones that are small enough to be manageable. Writing a novel in a year seems massive, but writing a chapter or two a month – or perhaps five or six pages a week – may be more realistic.

Some writing requires unbroken concentration for a significant block of time, while other writing projects may be accomplished in smaller increments. If too much time is lost picking up where you left off, it may be more effective to allocate longer writing sessions, even if they are less frequent. However, if you can



make progress in short time spurts, writing a modest amount on a regular basis may be a better target.

Another consideration is the variety of tasks related to the writing process. Depending on the type of project, it may be necessary to interview eyewitnesses and subject-matter experts, travel for onsite investigation or do research online or at the local library. These activities are often integral to an endeavor and should legitimately be counted toward the overall goal. One of my current writing projects involves regular trips to the archives at the local historical society. Filling three notebooks (so far) with “raw data” has provided a solid basis on which to write about specific aspects of local history.

Ultimately, the best goal for *you* is one that will allow you to accomplish the tasks you need to do by the deadline, whether you set it or it has been set for you – by a publisher, for example.

For now, my goal is to finalize my 2013 writing goals by January 1.

## Monkey Traps and Marketing

By Brian Jud

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

Publishers may get caught in a similar trap if they become conditioned to avoid risks and persist in using strategies that were successful in the past, without evaluating whether they are still relevant today. Their grasp on a comfortable feeling of security yields the same sense of contentment the passengers on the Titanic experienced moments before it struck the iceberg. Success in a rapidly changing industry demands that you evaluate past triumphs to determine whether you should introduce new titles using a different game plan.

Blind adherence to the programs that led to past marketing successes leads to inertia. A sense of rigidity develops when a successful publishing company fails to recognize market drift – a gradual but substantial shift in customer preferences, business conditions and competition. Instead, remain focused on the fact that success is determined more by addressing the dynamic predilections of today's customers than by blindly following historical marketing formulas.

There is a tool that allows you to measure, analyze and respond to the opportunities of the bookselling marketplace. It's called *strategic marketing* and it is a course of action that, if used properly, can help you create and implement successful ways to increase your sales and profits.

## The BEST Way to Get Journalists to Contact YOU: Where to Find Journalists Actively Seeking Story Sources and How to Approach Them

By Shel Horowitz

Imagine: You open your inbox or answer the phone – and there’s a reporter from, let’s just say, *The New York Times* or the *Wall Street Journal*, seeking you out.

“Can’t happen,” I hear you say. “I’m not important enough to interest that kind of medium.”

Think again. I’m one guy working alone in a farmhouse in rural Massachusetts, and I’ve been cited numerous times each by the *Wall Street Journal*, *The New York Times*, *Entrepreneur*, *Los Angeles Times* – even *Woman’s Day* (and remember, I’m a guy). Not to mention hundreds of lesser-known media.

The trick? *I put myself in front of reporters who are already looking for sources for specific stories.* Of course, I only pitch when I have something relevant to their needs – but that happens several times a week. Last year, I was quoted or cited in at least 131 media stories, most of them through these kinds of services.

### Where to Find Reporters Looking for Sources

Sign up for these services at the websites listed:

#### No-cost

- HARO (Help A Reporter Out): [www.helpareporter.com](http://www.helpareporter.com)
- Reporter Connection: [www.ReporterConnection.com](http://www.ReporterConnection.com)



- Pitch Rate: [www.PitchRate.com](http://www.PitchRate.com)
- Radio Guest List: [www.RadioGuestList.com](http://www.RadioGuestList.com)

#### Fee

Profnet/PR Leads: professional publicists can subscribe to Profnet for several thousand dollars a year – but individual authors can get a subset of the same leads, targeted to your expertise and interests, for just \$99/month through authorized reseller PR Leads: <http://www.frugalmarketing.com/dtb/prleads.shtml> (yes, I’m an affiliate).

You can also find leads by following the creators and administrators of these services on Twitter: @helpareporter, @reporterconxn, @pitchrate, @profnet, @prleads, radioguestlist

### How to Turn Contact Into Coverage

- Respond as instantly as possible (except for Radio GuestList – in most cases, they have an ongoing need and you’ll stand out more by waiting until the deluge dies down). These queries may draw 200 responses, so the fast-

est in get the closest consideration. Consider setting up a separate email address to receive and respond to queries – and check that account every hour from 6 a.m. to 6 p.m. US Eastern Time (or, better yet, turn on audio notification just for that account).

- Stay on topic and relevant – don’t try to make a fit where one doesn’t really exist. That means paying attention to such factors as geographic needs, size of company or anything else the reporter might specify in the query (yeah, it would be nice if more reporters put the restrictions in the headline).
- Give the reporter something to quote right in your query (I usually do between two to five bullet points – or one very meaty paragraph).
- Mention your relevant credentials.
- Set up Google and Yahoo alerts for your name, book title and perhaps main topic keywords (if not too general), so you may see if you get quoted – reporters won’t always tell you.

***The ABCs of the Editing Process, Roberta Buland’s regular monthly column, will resume next year.***

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The value of your book to a potential buyer is a function of its perceived quality relative to its price.

Brian Jud

## Celebrating Success

Shannon Mazurick recently published her fourth book: *Gemma: The Treasure Hunt with Griffin*. It is her second children's book.

From Mel Hathorn: "As you know I also teach at Albertus Magnus College part-time. As part of my teaching I have written many class activities and learning guides. I recently came across a website called [www.Teacherspayteachers.com](http://www.Teacherspayteachers.com). I have downloaded several of my curricula, lesson plans and class activities. Many are of these are free and for some there is a modest charge. I have sold some of my materials and other teachers in CAPA may be interested in doing the same. My store is: <http://www.teacherspayteachers.com/Store/Mel-Hathorn>. Come and visit and download free stuff as well!"

From Jan Mann: "Gina Greenlee, friend, fellow author and former member of CAPA recently published her seventh book, *No Tears for Frankie: A Memoir on the Life of an Essay*. Gina told me: 'No eReader? No Problem! Download Amazon's free app to your home computer, Smart Phone, Droid, iPad, tablet, Blackberry and other mobile devices to start reading!'"

Jason Alster joined the CAPA board as network chair.

Jean Marie Rusin's latest book, *Memories of Love*, is her first poetry book. It is available on Amazon.com and you may also buy it through her website [www.jeanmarierusin.com](http://www.jeanmarierusin.com). If you want to be a guest on her talk-radio show on [blogtalkradio.com](http://blogtalkradio.com), contact Jean Marie via her website.



Shel Horowitz's eighth book, *Guerrilla Marketing Goes Green*, has been on Amazon's Environmental best-seller list at least 28 out of 34 months since publication. It's also been translated into Turkish and Italian. Shel also got a huge front-of-section profile with book cover in the Kauai, Hawaii newspaper, *The Garden Island*, before his speech there in October.

Dick Margulis was the guest on Tom Santos' TV show: *Books & Things*. Tom has uploaded the show to <http://www.dmarginulis.com/interview.asp>. Dick will be the SE CAPA Guest Speaker on January 21.



(Above) At the November 2012 CAPA meeting, a panel discussion moderated by Zita Christian (above right) was held featuring two traditionally published authors (Daniel G. Keohane and Pam Lewis). Ostensibly this panel discussion was aimed at giving self-published authors cause to entertain hope they could experience a similar level of commercial success. However a response to a question concerning the Author's Guild (AG) was much more revealing. It was revealed that AG authors whose books were no longer under contract were selling those books through Amazon as ebooks. The publishing houses weren't getting their cut. It explains why the publishing houses have declared war on Amazon. It's about the money. It always is. (Article and photo by Debbie Tosun Kilday)



Cathy Gibson (on right), supported by a cadre of CAPA authors, organized an exhibit at a conference held at the Environmental Sciences Magnet School in Hartford.

**Sara Strecker** (Continued from Page 1)

“forever,” her first book having been created (“with my parents’ help”) before she was three! She finished her first novella at the advanced age of 13.

In addition to her novel writing, she’s also had a number of articles in the magazine, *Loose Connections*, which is geared toward people with Ehlers-Danlos Syndrome, a rare collagen disorder that is of special interest to Sara.

Over the years, her pieces have ranged from fictionalized personal accounts to defining complicated medical terms in ways the general public can understand. She explains, “Broadening horizons and facilitating understanding are my two key goals.”

Thoughts on CAPA? “I’m now self publishing,” says Sara, “and I’d

like to know how to market without spending a lot of money. I want to create a buzz about my book so it’s what everyone is talking about at the dinner table.” She adds, “I’m an introvert, so the big monthly meetings can be a bit overwhelming. I’d like us to break into smaller groups based on wants/desires or even genres at some point so we can get to know people and their writing in more depth.”

Sara had a lot to say about the creative process and why she writes – and I think many of us share what she describes so well: “I like being able to transport myself to a different world. I love how the characters can start to write the story for you and it can suddenly take on a life of its own.”

She adds, “As a scientist, I’m also drawn in to the research aspect –

how much can I learn about a certain subject that interests me and that will give my characters depth? Writing allows me to express myself in ways I would never have thought possible.”

You may keep up with Sara’s adventures by following her blog at [sarastrecker.blogspot.com](http://sarastrecker.blogspot.com). Don’t be shy about “liking” Sarah and her novel on her Facebook page. Let’s help her get that “buzz” going!

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Basing the price of your book on your costs plus a standard markup is a simple system, but it fails to consider competition, customers' buying habits, volume benefits, special sales opportunities, economies of scale and profit objectives.

Brian Jud

### Schedule of Upcoming Meetings

#### CAPA CENTRAL

**Location:** Sycamore Hills Park Community Center, Avon, CT 10:30 am ([www.aboutcapa.com](http://www.aboutcapa.com))

Dec. 15 Annual Holiday Party

Jan 19 TBA

Feb 16 TBA

Mar 16 Anniversary Dinner and presentation of Annual Writing Contest awards (6-9 p.m.)



#### CAPA SOUTHEAST

**Location:** Groton Inn & Suites 6:30 pm (Tom Santos, [santostom@comcast.net](mailto:santostom@comcast.net))

Dec. 17: Christmas Party, home of Ruth Crocker, CAPA member, Mystic

Jan. 21: Dick Margulis, Groton Inn & Suites, Groton CT

Feb 18: TBA, Groton Inn & Suites, Groton, CT

Mar 18: TBA, Groton Inn & Suites, Groton, CT



#### CAPA SOUTHWEST

**Location:** Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, [sriles40@aol.com](mailto:sriles40@aol.com))

Dec. 10 Annual Holiday Party



#### CAPA BOOK-NETWORKING MEETINGS

**Location:** Wethersfield Public Library, 6:00–8:00 pm (Jason Alster, [jasonalster@gmail.com](mailto:jasonalster@gmail.com))

Dec. Date and presenter TBA

Jan. Date and presenter TBA

Feb. Date and presenter TBA



## CAPA's Co-op Connection

Save money as you market your books by sharing the cost of events with other CAPA members. Want to participate in one of these sales opportunities with other CAPA members? Log on to the CAPA social network (<http://authorsandpublishersct.ning.com/>).

### January is...

Business and reference Books Month, Crime Stoppers Month, Diet Month, National Eye Care Month and National Hobby Month (Contact the media now if your book is on one of these topics. For a list of nationally registered celebrations go to [www.holidayinsights.com](http://www.holidayinsights.com))

### February is ...

Valentine's Day, Black History Month, American Heart Month, National Weddings Month, Boost Your Self Esteem Month, Pet Owners Month  
15-17 Hartford – 16th annual NE Fishing & Hunting Expo  
21-24 32<sup>nd</sup> Hartford Flower & Garden Show

### March

1 -3 Hartford Home & Remodeling Show  
17 14<sup>th</sup> Annual Southington Arts And Crafts Fair

### For fairs and events both within and outside Connecticut, here are additional resources:

69 Places to Find a Craft Show	<a href="http://tinyurl.com/cnedunn">http://tinyurl.com/cnedunn</a>
Festival Network Online	<a href="http://festivalnet.com/">http://festivalnet.com/</a>
The Crafts Fair Online	<a href="http://www.craftsfaironline.com/">http://www.craftsfaironline.com/</a>
Craft and Hobby Association	<a href="https://www.craftandhobby.org/">https://www.craftandhobby.org/</a>

## Free Book-Marketing Webinars

Brian Jud will conduct webinars that can help you sell more books, more profitably. These webinars, sponsored by CAPA, start at 6 p.m. Eastern time. If you cannot attend, a link to the recording will be posted at [www.aboutcapa.com](http://www.aboutcapa.com). You'll also find details on each webinar there.

Dec. 17 (Mon.): **How to Create a Functional Marketing Plan for 2013:** <http://tinyurl.com/92lcps>

Jan. 3 (Thurs.): **How to Get on the Air, and Sell More Books on TV and Radio Shows.** Sign up at: <https://www1.gotomeeting.com/register/734953792>

Jan. 17 (Thurs.): **How to Create a Great Book Cover & Page Layout** (Guest speaker is cover designer Michele DeFilippo). Sign up at: <https://www1.gotomeeting.com/register/274503264>

Jan. 31 (Thurs.): **How to Distribute and Price Your Book Profitably** Sign up at: <https://www1.gotomeeting.com/register/754912864>



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