



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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Peggy Gaffney to Speak at CAPA on May 18

Marketing Your Books Using Facebook

At the CAPA Central meeting in Avon on May 18, Internet-marketing expert Peggy Gaffney will discuss the different ways you may interact with your end user – the readers of your book. Peggy, who has successfully used Facebook to market her ten specialty knitting books for animal lovers, will describe how to define yourself and attract a following by creating fan bases that happily spread the word about



all that you are doing. With the potential of reaching – literally – millions of prospective readers, online social-media marketing is the easiest and cheapest form of advertising available to writers today.

Inside This Issue

<i>Cover Design Strategies</i>	p. 2
<i>CAPA Board</i>	p. 2
<i>Article Submissions</i>	p. 2
<i>Inspirational Seminar</i>	p. 3
<i>Internet Connections</i>	p. 4
<i>Creating Book Titles</i>	p. 4
<i>ABCs of the Editing Process</i>	p. 5
<i>Celebrating Success</i>	p. 6
<i>Positioning Strategy</i>	p. 7
<i>Upcoming Meetings</i>	p. 7
<i>CAPA Co-op Connection</i>	p. 8
<i>CAPA Webinars</i>	p. 8

Meet A Member: Alex Bugaeff By David Garnes

As is true with many of us in CAPA, Alex Bugaeff is making full use of retirement to pursue his writing, an interest that has been part of his life ever since his college days.

Born and raised in New Jersey, Alex began writing seriously while studying for his B.A. and M.A. degrees at the University of California, Berkeley. His honors thesis at Cal was an analysis of the statistical decision-making models the Defense Department had developed for Vietnam War gaming.

Another project he undertook at Berkeley is a good example of



the serendipitous and sometimes harsh realities that go along with our writing efforts. As Alex relates, “While a research assistant to a professor at Cal, I researched and wrote his book on how the

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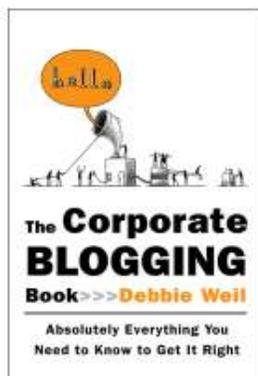
continued on page 3

Cover Design Strategies — Michele DeFilippo

(Your cover is a critical part of your marketing effort. Contact Michele at 1106 Design today for book cover design with hand holding. (602) 866-3226 or <http://www.1106design.com>)

The Corporate Blogging Book by Debbie Weil

For this “before and after” example, our client wanted to more effectively promote her consulting practice without losing the connection to an earlier successful edition of her book. We filled more than half of the new cover with the author’s portrait, since she is now the “product” being sold. To maintain the connection to the earlier book, we kept the black and orange color



Before



After

scheme, chose more contemporary fonts and utilized just a

small portion of the previous illustration.

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 Melissa Flynn at schedulemelissa@melissaflynn.org

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

Alex Bugaeff — Continued from Page 1

Motivational Seminar for CAPA Members

Depression was ended by WWII and not by FDR's social programs (which only prolonged it). Sadly, the professor died before it could be published. I saw the final manuscript and he did not even mention me in the acknowledgments – ingrate!”

Alex's academic years additionally included time spent at universities on the East coast, Brown and Drew. His career has also been bi-coastal. He's lived and worked in areas as diverse as Laguna Beach California, Naples, Florida and right here in Connecticut. He's owned a consulting company (executive development and human-resources management), worked as a director of State-subsidized housing and served on the Public Administration faculty at UConn (the area in which he obtained his graduate degree).

Alex's life experience, long work career and, now, retirement have all jelled into a very active and varied writing vocation. First and foremost, he's recently published a history of America's beginning related from a unique point of view, *Pilgrims To Patriots, A Grandfather Tells The Story*. He's open to tips from other CAPA members on marketing strategies for this book.

He also has several other projects in the works. “Right now,” Alex says, “I have my second history book, a fiction something, a technical/training man-

ual, an autobiography and a how-to going in various stages.”

Now that's what I call being both eclectic and productive!

You may have noticed Alex applauding at our recent CAPA gala when Pinny, his wife, received her first place award in the essay division of this year's annual writing contest. The talented duo have already made their presence known and welcomed.

Find out more about Alex at <http://freedomfoundry.com/>

On a personal note, I'd like to add that the Bugaeffs are about to celebrate a milestone wedding anniversary. Congratulations on your fifty years!

Tip for Performing On the Air



Some people don't understand the word concise. Make your point in 15 seconds. Learn how to speak for television; you don't have time to set up your answer. Give your answers in complete thoughts in a concise amount of time. Don't digress to other points and don't ramble.

Rita Thompson, field producer for *CNBC*, *CBS News* and *Chronicle*

If you're looking for a dose of inspiration to keep you moving toward your goals, come to the MAOM's Driving Forward Seminar, to be held July 14 at CoCo Key in Waterbury and July 21 at the Omni Hotel in New Haven. Each will be a night of empowerment and inspiration, and **CAPA member Melissa Flynn** will share with you her philosophy about moving on and how to overcome issues that trap you in unproductive patterns.

Besides Melissa, there will be guest speakers – Ken Brown at the first seminar and Walt Hampton at the second. Ken is an educator and an advocate for justice and human rights, and Walt is a motivational speaker and leadership trainer. Each speaker will present his own talk about the obstacles that come up in life and how, though they may seem overwhelming, it is possible to move past them. The event is designed to reinforce Melissa's message: “It's never too late to get your life back on track.”

Should you require additional enticement to come, there will be a raffle at the end. Prizes will include a flat-screen TV and a BluRay DVD player. Attendees must be present to claim a prize.

Tickets may be purchased at: <https://july2013.ticketbud.com/maomdfs> for either the July 14 or July 21 seminar.

Internet Connections

Adele Annesi

Do you need trusted resources for your writing projects? Check out these sites.

FedStats (<http://www.fedstats.gov>): Publicly available since 1997, FedStats provides access to government statistics. The site offers search features and links to agency data and trends on economics, the population and more.

Google Scholar (<http://scholar.google.com>): This is an easy way to search for scholarly literature, including abstracts, articles, books, court opinions and theses from academic publishers.

Infomine (<http://infomine.ucr.edu>): Infomine is a virtual resource library for faculty, students and researchers on the university level. Built by university and college librarians,

Internet Public Library Special Collections (<http://www.ipl.org/div/special>): This public service organization and learning/teaching environment has a community of students and information professionals who answer questions.

National Archives and Records Administration list of databases (NARA; <http://www.archives.gov/research/immigration>): NARA keeps the U.S. government's most important legal and historical records.

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

How to Come Up With a Book Title

Chris Blake

The *New York Daily News* has some of the greatest headline writers in the business. Who could forget the classic headline after President Ford rejected New York City's request for federal aid to stave off bankruptcy: "Ford to City: Drop Dead." A great headline is like a great book title: memorable, dramatic and punchy. Book titles, though, have to do more than newspaper headlines.

Creating a great book title won't ensure success, but without one, a writer's chances of failure increase. This is especially true for self-published authors. Traditionally published authors generally don't get to choose the title or cover art for their books. For self-published authors, there's a lot riding on both the cover and the title. We discussed book covers in two previous posts.

What makes a good book title? Literary Agent Rachelle Gardner wrote an excellent post on the process for creating a book cover: <http://www.rachellegardner.com/2010/03/how-to-title-your-book/>

A book title must:

- Grab the reader
- Appeal to the reader on an emotional level
- Create an expectation about the story.
- Match the tone of the book.
- Be brief and punchy.
- Be memorable.

Your book title is your sales pitch. It's your business card. It's what your readers see first.

So how do you come up with a great book title? Rachelle Gardner's

method is sound. Here are a few more tips:

- **Brainstorm.** Let your imagination run wild. Write down key words or phrases that pop into your mind.
- **Focus on a key element of the story.**
- **Think about your main character.** What about her strikes you? Think of her defining characteristic. Compare her to a symbol.

I cannot start working on a first draft until I at least have a working title for my work in progress.

Once I come up with a working title, I revisit it after I complete my first draft. At this point, the theme is more apparent and the book title should relate to the theme.

For my first novel, *Small Change* was the working title, based on a remark that the main character's mother made – which was nearly cut from the final draft. It was one of three titles I considered. I also weighed *The Secret Keepers*, but a quick Google search indicated there was a recent novel by that name and I didn't want to do that to another writer. The third option, which I seriously considered, was *Reason to Believe*, after the Tim Hardin song popularized by Rod Stewart. The song plays a key role in the story, as the main character, John, and his first love, Jennifer, adopt it as their own.

I was stuck, so I "test marketed" the various titles and *Small Change* came up the winner, hands down.

The ABCs of the Editing Process: Who is the Best Writing Teacher for You? By Roberta Buland



One of the best ways to learn how to improve your writing is to study how great writers teach by showing. A recent PBS documentary featured Philip Roth, one of America's best-known living authors, who discussed how he came to write many of his popular, financially successful and riveting novels. For example, his novel, *Portnoy's Complaint* (1969), sold over 350,000 copies the first month. It is a humorous, sexually explicit psychoanalytical monologue that resulted from his first marriage, which left him feeling derailed and had eroded his self confidence.

Goodbye Columbus (1960), an irreverent and humor-filled novella about American-Jewish life, became the basis for the movie, "The Graduate," and won him the National Book Award for Fiction. Roth commented that people were offended by the book – Rabbis denounced him as an anti-Semite, and he was criticized for writing about adultery and a woman's use of a diaphragm. But Roth defended himself by saying an important trait of a writer is to be true to himself.

Experience life

Roth says in order to write well, one must experience life. Therefore, his novels take on an intensely autobiographical character, although he refutes the concept that his novels comprise his autobiography. He says he is a fiction writer who used real life experiences as his themes. For example, his friend, Mia Farrow, an established actress in her own right, had polio when she was nine years old. After she told Roth her story, he wrote *Nemesis*, published in 2010, a novel about a male playground director in the 1950s who contracts polio while he is working. At the time, there was no vaccine against the disease, and many people either died or had long-lasting physical disabilities from it. The book contains many elements of a good novel: great characters, a plot that moves the book along, a timely theme and reality. It shows how polio affected an entire community. The nemesis is "Polio, the enemy you can't conquer," Roth says. One of the principles of creation or creativity "is amplification," which Roth feels is his job as a conscientious writer.

In the novel, *Everyman* (2006), Roth wrote a fictional condensed life about his brother who was so psychologically affected by physical pain that it almost led to suicide. In *Patrimony* (2009), he wrote about his father's last days, culled from journals he kept as a caregiver.

Roth's works often take place where he was born, Newark, New Jersey. He said, "Begin with people and places you know," and take it from there.

Influenced by famous authors

Roth leaped into adult reading as a young teenager. He was especially influenced by the writing of James Joyce's *Ulysses: A Portrait of the Artist As a Young Man*; he also mentioned other notable novelists who significantly influenced him including Saul Bellow, Ernest Hemingway, Mark Twain and Leo Tolstoy. He said his first stories were "crap," but he persevered.

Roth said, "When you write, the only reader that is important is the writer, himself." As he finished writing a novel, which could take several drafts, he said, "to get it right," he sent it to four or five friends to critique it. "My friends described the book back to me. Even if my friends are wrong, they are right," Roth said. He took their criticism seriously – and he noted that his books were better for it.

The best writing teachers are successful writers. I urge you to study writers of our times – and follow their advice to help you craft your novels.

Comments? Questions or topics you might like me to address in future columns? Please email me at: 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.

CAPA Members Celebrating Success

WPAA-TV, Wallingford, CT public access station announced that Penn's Pals placed first in the 15th Annual Alliance for Community Media, Northeast Film Festival in the Diversity Empowerment category. Penn's Pals is a children's program that promotes literacy for those in pre-K through grade 5 and features local Connecticut children's authors. Co-hosted by children's author and CAPA member, **Dawn Aldrich**, along with her colleague, **Camila Gabriel**, both of Wallingford. They submitted the winning segment featuring another CAPA children's author, **Catherine Gibson** and her book, *Through Sophie's Eyes*.

Tom Santos published his latest book. He also gave a talk on April 24 at Connecticut College. The title was "How I Became the World's Youngest Traitor to the Working Class," based on the book.

Bernard I. Murstein's new book, *When Seltzer Was Two Cents A Glass: A History of America and Me, 1929-1955*, has just been published and will soon be available in New London County bookstores and through his website, www.bernardmurstein.com

D'vorah Lansky celebrates the publication of her third book, *21 Ways to Launch a Successful Virtual Book Tour*. In honor of the book launch, D'vorah will be traveling to 21 blogs where she will share guest blog posts on the topic of virtual book tours. You can find out more about this exciting new book and the virtual book tour at www.VirtualBookTours21Ways.com

Janet Lawler's upcoming early nonfiction picture book, *Ocean Counting* (*National Geographic*, May 14, 2013), received excellent reviews from Kirkus and *Publishers Weekly*. The 32-page book features breathtaking photos by undersea photojournalist Brian Skerry.

Dan Uitti and **Fred Chesson** are checking over everything in the current print version of *Winter Tales*, so that both Kindle and CreateSpace versions may soon be released.

CAPA author **Joe Vojt** has written a fantasy *Controlled Armageddon* Kindle Edition eBook.

Former CAPA president **Jerry Labriola's** latest book was just released – his thirteenth. It's titled *Deadly Politics* and features the return of Dr. David Brooks, the quirky but relentless hero of Jerry's first three books. Now, 12 years later, David has given up his medical practice – one that was restricted to making house calls for other physicians – in favor of becoming one of the country's leading private investigators, specializing in political corruption.

From **Peter Malia**: We are delighted to announce that one of our titles, *PTC Carousels: The History of Philadelphia Toboggan Company Carousels*, recently earned "Best History" and "Best Coffee-table Book" at the Beverly Hills Book Awards held in Los Angeles, CA. This is the third major award earned by The Connecticut Press in three years.

Frances Gilbert was on vacation in northern Scotland and visited a gift shop. "I asked the gift store owner if he would carry my CD, *Stories for Listening*, which has a Loch Ness Monster story. He said, "Oh I know that CD, my son has it, he loves it and listens to it every night!" And he took a dozen CDs to put in the gift shop.

Jerry Rasmussen, award-winning author and songwriter will be releasing a new gospel CD, *Lord Send Me*, in May. Seven of the eleven songs included on the album were written by Jerry. Jerry's songs are an integral part of his writing, and eleven of his songs were included in his first book, *The Gate of Beautiful: Stories, Songs, and Reflections on Christian Life*.

Wayne English will be developing online training for LearnToProgram.tv.

For those in the Danbury area who would like to attend **Adele Annesi's** full workshop, "Crossing the Line: Using Nonfiction Techniques for Memoir, Creative Nonfiction and Fiction," it will take place on Thursday, May 16, from 6:00 to 8:00 p.m. at Escape to the Arts, 293 Main Street, Danbury, CT 06810 For registration and information, visit the Cultural Alliance of Western Connecticut.

Positioning Strategy

By Brian Jud

A well-defined and -communicated image will help attract and keep customers, improve relationships with your distribution channel partners, help you better focus your resources and contribute to your long-term growth. There are three major categories of positioning statements:

- *Value-based* positioning is founded on the choice of product or service, rather than on customer segments. Firms publishing only math textbooks for colleges would illustrate this position as they demonstrate their excellence in one sub-segment of the academic market.
- *Need-based* positioning arises

when you address the needs of a complete segment. A firm practicing this would serve most or all the requirements of a particular group of customers. For example, a firm publishing a complete line of textbooks for vocational schools meets these criteria.

- The third theory of creating a brand image is *access based* (i.e., segmenting customers who may be categorized in different ways). Access is a function of your customers' geography or size, as demonstrated by a publisher of titles about bicycling trails in New England. Serving a small rather than a large geographic segment may be the best way to configure its marketing, order processing and after-sale service.

Title (Continued from Page 4)

Let's look at a popular example of a title that works well in several ways: *Gone With the Wind*.

What is it that was "gone with the wind" in the Margaret Mitchell 1939 classic? First, there are the obvious things: slavery, the Old South, a nation divided, the genteel upper class.

What else was "gone with the wind"? Tara as Scarlett O'Hara knew it, Rhett Butler, Bonnie (their little girl), a romantic view of the world, and Scarlett's youth. One can easily see on how many levels the book title works.

Your book title is crucial to your success. Spend as much time on it as is necessary.

Schedule of Upcoming Meetings



CAPA CENTRAL

Location: Sycamore Hills Park Community Center, Avon, CT 10:30 am (www.aboutcapa.com)

May 18 – Peg Gaffney

June 15 – Eric Kampmann (distribution to bookstores)

July 20 – Annual CAPA Summer Picnic



CAPA SOUTHEAST

Location: Groton Inn & Suites, Groton, CT 6:30 pm (Tom Santos, santostom@comcast.net)

May – TBA

June – TBA

July 16 – Brian Jud



CAPA SOUTHWEST

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

May – Date and presenter TBA

June – Date and presenter TBA



CAPA BOOK-NETWORKING MEETINGS

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

May – Date and presenter TBA

June – Date and presenter TBA



CAPA NORTHEAST

Location: Mansfield Public Library. 54 Warrenville Rd (Rte. 89) Mansfield Center 6:30 pm (Daniel

Blanchard, dan007blanchard@yahoo.com)

May 8 – Jason Alster – Book Trailers

June 12 – 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/>).

May

4	Vernon	Arts And Crafts Fair
5	Forestville	The Craft Fair @ The Duck Race (3rd Annual)
10-12	Brooklyn	Eastern Regional Carnival For A Cure (2nd Annual)
11	Windsor	Spring Arts And Crafts Fair (36th Annual)
18	S. Windsor	Olde England Street Market

June

2	Manchester	The Show In The Park (40th Annual)
2	Seymour	Seymour Founders' Day (4th Annual)
2	Shelton	Annual Arts & Crafts Fair (49th Annual)
8	Litchfield	Gallery On The Green Arts & Crafts Show (40th Annual)
8	Shelton	Soupstock (4th Annual)
8	Terryville	Terryville Giant Flea Market (10th Annual)



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Free Book-Marketing Webinars

Brian Jud will host 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. You will also find details about each webinar there.

May 14: Guest Speaker: Nancy Fox; Topic: *Network Like A Fox: How To Find The Right Places and Connect With the Right People For Your Business*. To sign up, go to: <http://tinyurl.com/d4214cv>.

May 23: Speaker: Brian Jud; Topic: The Association of Authors and Publishers for Special Sales and how it can help you make more money (sponsored by AAPSS).

June 13: Guest Speaker: Dan Poynter on the topic of Book Promotion in 2013. Sign up at <http://tinyurl.com/cfjye8q>