



# The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for  
Writing, Publishing &  
Marketing Information

Volume 19 Issue 10

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## D'Vorah Lansky to Discuss Online Marketing Strategies at the October 20 CAPA Meeting

D'vorah Lansky, M.Ed., best-selling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online*, will be the speaker at our October 20 meeting. D'vorah will be talking about "Take Your Book on Tour, Around the Globe, Without Leaving Home!"

Join us for this engaging presentation and discover how you can:

- Benefit by conducting a virtual book tour
- Become a guest blogger and reach thousands of new readers
- Identify and connect with hosts for your virtual book tour
- Streamline your blog and grow



your audience

- Sell more books by participating in online audio interviews and presentations — plus three other things you can do right away, to get the ball rolling for your own book tour!

Be sure to bring pen and paper to this action-packed session so you can put into action what you learn.

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## Meet A Member: Elaine Kuzmeskus

By Carol Healy

Elaine Kuzmeskus spent much of her early life in Boston. After earning a B.A. in English from UMass Boston, she married and moved to Suffield, Connecticut. A bit bored with country life, she went on to earn her Master's in Counseling from the University of Hartford — something she says proved helpful in raising her four children!

As she describes in her own words, "The most interesting aspect of my life is my gift of clairvoyance. Ever since I was in my crib, I had been fascinated by spirits. When I was about four, a Hindu gentleman only I could see started giving me instructions from the other side. 'Cross your fingers and place them over the middle of your forehead.



Now concentrate and push the energy out.' Soon I was able to visualize people and see them in their future state."

When she was 25, Elaine was certified by the National Association of

## Contributors

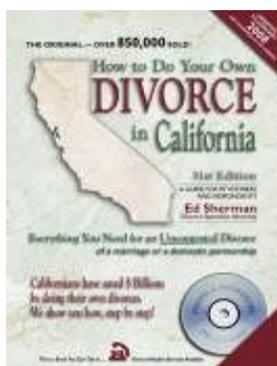
Dotti Albetine  
Adele Annesi  
Cynthia Bercowetz  
Roberta Buland  
Tonya Evans  
Carol Healy  
Brian Jud  
Elaine Kuzmeskus  
Lois Mathieu  
Dodie Milardo  
Rita Realì  
Bernice L. Rocque  
Natalie Segal  
Robert Trexler  
Benita Zahn

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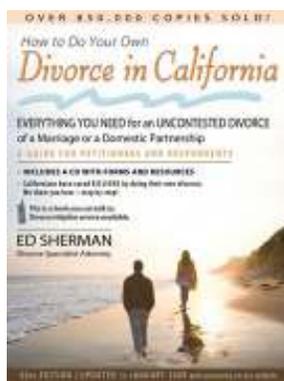
## Cover Design Strategies — Dotti Albertine

(Dotti Albertine is an award-winning book cover designer.  
Contact her at [www.AlbertineBookDesign.com](http://www.AlbertineBookDesign.com))

**Before:** This book has been an award-winner since 1971 with practical information written by a lead divorce attorney on how to do your own divorce in California. However, the old cover was tired and outdated.



**After:** The new cover spread no longer looks like a AAA book but a modern couple in California that is separating — realistic, but not too sad — and features an updated, appealing and less-busy format.



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

*As a producer, I look for story ideas, try to find good interviews and pictures and then put together a segment on the air. I have to think of the viewer first. It's not my job to sell books, but to make interesting television. If a book helps me get interesting television, that's good.*

— Rita Thompson, field producer, *Oprah Winfrey Show*, *CNBC*, *CBS News* and *Chronicle*

*You don't want to come to blows, but if you disagree with the host, you can respectfully disagree and that makes for better television.*

— Benita Zahn, noon news anchor & talk-show host, *WNYT-TV*, Albany, NY

### CAPA Board of Directors

#### CAPA Officers & Board Members' Contact Information

<b>Founder</b>	Brian Jud	<a href="mailto:brianjud@comcast.net">brianjud@comcast.net</a>
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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

## Internet Connections

### Adele Annesi

This month our online resources column celebrate authors, teachers and autumn. If you have a trusted site to share, please submit it to Adele Annesi at [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net).

**Author Buzz** (<http://www.authorbuzz.com>): This fee-based marketing service, founded in 2005, links authors with booksellers, librarians, readers and reading groups. It gets the buzz out through key online publications, such as Kindle Nation Daily, Publishers Marketplace and Shelf-Awareness. Author Buzz works with fiction, nonfiction, young adult, middle grade and picture book authors, and tailors its program to your needs and budget.

**Help a Reporter (HARO; <http://www.helpareporter.com>)**: Looking for free PR? Nearly 30,000 media members have quoted HARO sources in stories. Everyone is an expert at something, and sharing your expertise may provide that opportunity you're hoping for. Founded in 2008, HARO is one of North America's fastest-growing social media services. The resource is free to sources and reporters.

**National Novel Writing Month (NaNoWriMo; <http://www.nanowrimo.org>)**: A fast-paced approach to novel writing. Participants begin writing on November 1, with the goal of writing a 50,000-word novel by 11:59:59 p.m. on November 30. Beware, though, as the site says, it's about quantity, not quality. But if you're looking for a jumpstart that forces you to take risks, this is a good prompt.

**Shaw Guides** (<http://www.shawguides.com>): This online resource is free (at the basic level) to

those who promote their workshops via the site, and the information is free to those who visit.

**Sips Card** (<http://sipscard.com>): This paying market and comparatively recent addition to the Web, puts short fiction and poetry in local coffee shops around the country. Each sips card has a quick response code (QR code) loaded with a short story or set of poems from an independent writer meant to last as long as a cup of coffee. The card includes the author's name, story title and website/email.

**Teachers and Writers Collaborative (T&W; <http://www.twc.org>)**: T&W sends professional writers into schools and communities to teach creative writing, and conducts professional development workshops for teachers and administrators. T&W has published more than 80 books, and publishes the award-winning quarterly *Teachers & Writers Magazine* on teaching writing.

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>).

### Tip to Help You Get on More TV and Radio Shows

“Publicity is like orchestrating a dance, a great piece of choreography. You need to line everything up with bookstores, radio stations, television stations and magazines. Then everybody has information on what you are doing and the subject of your book. You create an applause effect, a ground swell.”

— Marcella Smith, Barnes & Noble

## Legal Matters That Matter to Writers

### Professor Tonya M. Evans

“Intellectual property” is loosely defined as property created with the mind, as distinguished from real property (land) and personal property (laptop).

**Copyright:** Protects an author's original artistic or literary work, whether published (meaning distributed to the public) or unpublished (not distributed at all or only to a few people). Under copyright law, the term “author” has a special meaning: the creator of an original literary or artistic work.

**Trademark:** Protects a word, phrase, symbol or device – the mark – used in business to identify and distinguish one product from another.

**Service Mark:** Protects a word, phrase, symbol, or device – again, the mark – used in business to identify and distinguish one service from another. The purpose of trademark law is to avoid consumer confusion.

**Patent:** Protects an invention by granting the inventor the exclusive right to exclude others from producing or using the inventor's discovery or invention for a specific period of time.

*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.*

## Field of Streams (Revenue Streams)

By Brian Jud



It's difficult to make a living as an independent publisher if you view yourself as a purveyor of books through bookstores. Typically, when someone responds, "I'm an author," to the question, "What do you do for a living?" the inquiring party usually follows with, "But what do you do to earn money?" However, if you say, "I'm a publishing professional," your response is usually received with nods of understanding. The difference is as enormous as it is subtle. An author writes books, while a publishing professional runs a business, relying on multiple streams of revenue for maximum income.

Relying exclusively on book sales can limit your income. This "wall" could be reached because of seasonal demand for your content or your reliance on sales only through bookstores – "bricks and clicks." You might have a small target market, inadequate planning or insufficient funds for promotion. The list goes on, but the fact remains: A variety of circumstances may conspire to limit the sales of your books and, subsequently, your income.

The concept of multiple sources of revenue does not mean adding additional titles. It implies various ways by which you could generate funds. You may accomplish this with a combination of products and services, such as product sales (line and brand extensions) combined with author extensions (conducting seminars, making personal presentations and consulting) or other types of activities that stimulate additional cash flow.

Two main characteristics go into creating a profitable hybrid offering. The first is that the products and services are *complementary*. This refers to the degree to which value to the customer increases when both are used together. An example would be consulting with clients after they pur-

chase your book. The second characteristic is *independence*, or the ability for your customer to derive value from each separately: Your customer may learn

from your book without also attending your seminar.

When combinations of products and services are examined through the lens of being both complementary and independent, three bundles emerge. These are product-focused, brand-focused or author/brand-focused bundles. Taken together as a hybrid marketing strategy, they deliver a single message to several audiences in different ways. And the result is increased revenue and profitability.

### 1) Product-focused bundles.

If you prefer to focus on selling tangible products, you might choose a strategy of creating line extensions. Line extensions consist of introducing additional items in the same product category under the same brand name. Examples include offering an author's content as an ebook, audio book, booklet or in a large-print edition.

The *Chicken Soup for the Soul* series provides examples of independent line extensions reflected in the titles, *Chicken Soup for the Dieter's Soul*, *Entrepreneur's Soul*, *Parent's Soul* and *Writer's Soul*. Yet this series may also be complementary because the content is delivered in the form of cartoon books, picture books, daily inspirations, large-print books and Spanish titles.

There are many benefits of product-focused bundles. They are independent because customers may buy them separately, yet complementary, because combining them can enhance

their value. For example, I added a CD-ROM to my book, *Beyond the Bookstore*. The content of the individually available CD-ROM augmented what was in my book without duplicating it. Product-focused bundles also expand your brand's presence on retail shelves, offer customers more variety and may increase overall sales, revenue and profits. These extended lines yield more efficient prospecting, since numerous titles and forms are more likely to meet the varied needs of potential corporate buyers. Independent, complementary extensions yield greater marketing efficiency since overall promotional costs are spread among a variety of products.

### 2) Brand-focused bundles.

Implement this strategy by using an existing brand name to launch products in other categories. Jack Canfield and Mark Victor Hansen again provide good examples of brand extensions. They developed a *Chicken Soup for the Soul* television series, in addition to branded greeting cards, pet treats, giftware, puzzle books and sleepwear. These products are also complementary since they may be sold in similar places and ways. They could be sold near their books online and through gift shops, direct marketing, pet stores, specialty stores, supermarkets and pharmacies.

There are many benefits for the publisher who implements a branding strategy. It can enhance brand equity among present and new users as it makes your brand more relevant and visible. It encourages sales of multiple products at the same time. And if you "own" the shelf, it identifies you as the genre leader. In addition, it may help you build a customer following, maintain higher price and profitability levels and meet price competition with one imprint while maintaining a higher price on another.

### 3) Author/brand-focused bundles.

Multi-talented authors may choose

**The ABCs of the Editing Process:  
Why the *Writer's Digest Yearbook* is a Must Read! By Roberta Buland**



Did you ever wonder where to find out how to write a novel? Of course, this is a rhetorical question, because there are probably almost as many ways to write a novel as there are novelists! However, one of the most recent and best sources is the *Writer's Digest Yearbook* presents "NOVEL WRITING, Your Complete Guide to a Final Draft, Summer 2012 Edition."

What was so fantastic to me is that I was not looking for it! A non-novelist friend, who scouts out topics for this column, gave it to me. Once I started reading it, I couldn't put it down. It is like a refresher course in editing and writing that can only contribute success to your own writing. While it may not have all the answers you need—what source does?—it does provide material by many experts including contemporary best-selling authors whose books have become popular movies, Alice Walker (*The Color Purple*) and Nicholas Sparks (*The Notebook*). Their books are must-reads!

#### **Makeup of the Yearbook**

The cover of the 128-page Digest, with almost no advertising, summarizes the content. It is divided

into several sections, including "Starting Points," "Story Building," "Character Development," "Momentum & Inspiration," etc. If simply reading the cover and the contents won't motivate you to write well, then I submit it is possible that you may not be a novelist in the making. However, studying this yearbook could be the first step toward helping you.

The writing is clever in that it is not only written by experts, but it is also succinct and uses lists such as "10 Steps to Productivity Bliss" and "10 Tips of Bypassing Cliché and Melodrama." Clichés tend to be overused and boring, particularly in first novels. The chapter summary in the table of contents, page 3, says "Overused plots and stereotypical characters are older than Methusalem. These techniques will help you avoid them—like the plague." I'm sure you'll notice the two clichés in that summary!

#### **How to Make Your Writing Crisper**

I particularly liked the chapter, "Brush Up On Your Style In 10 Minutes Or Less." It will help you make your writing crisper and more precise. Among the tips explained are: "Use Straightforward Language," "Trim Long Sentences," "Avoid Redundancies," "Favor Active Voice," "Favor Verbs over Nouns" and "Avoid the Masculine Generic." While you might think your style is devoid of these tips, taking a critical look at your work could suggest otherwise.

One of the best tips in the above-mentioned chapter is to "Avoid Needless Self-Reference," including "I believe," "I feel" and "in my opinion." Readers do not need

to be reminded that your writing *IS* your opinion! If you were to rewrite the following sentence, "My own experience shows me that alcohol is a fine social lubricant," you would have not only fewer words but also a concise sentence: Alcohol is a fine social lubricant. Readers don't have to agree with you, but give them credit for knowing you write your own opinion. The article includes exercises under each tip.

#### **Entitlement**

The chapter, "The Art of Entitlement," includes tips to help you nail the perfect title. As the author says, "Typing a solid title onto your manuscript is a way of patting yourself on the back and taking pride in a job well done." Sometimes writing the title is the most challenging part of the book! Later on, the title might be changed by your publisher (unless you self publish), but your title should be succinct and describe the theme of your novel in few words.

You can learn so much from this yearbook that the cost of \$9.99 will be an investment for your library of "how-to" sources that will serve you well now and into the future.

Questions or comments? Email: [rjbuland@comcast.net](mailto: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. Questions about any aspect of editing, writing and publishing are welcome. •*

## Celebrating Success

“Lois Mathieu (*The Next to the Last Drink*) has a grasp on both the despair and the attendant ennui that accompany the fight for sobriety, and she’s able to effectively express the struggle. A powerful story that approaches a happy ending—or at least a hopeful one.”— Kirkus Reviews



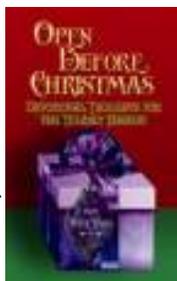
In the past two years, the efforts of Dodie Milardo and her company, To Give is Divine, Ltd., have resulted in the donation of more than \$57,500 to nonprofits. The mission of To Give Is Divine, Ltd. is to create products and events which give back. Milardo’s romance novel, *Penelope’s Cruise*, is one of those products.

Dodie has a new weekly radio segment Thursdays at 7:30 a.m. eastern time, called DODIE TALK. On it, she discusses dating and relationship issues. It is being broadcast on the Little Buddy Radio Station. If you remember *Gilligan’s Island*, Gilligan was played by Bob Denver. Denver and his wife, Dreama, started the Bob Denver Foundation to aid special-needs families, in honor of their severely autistic son, Colin. The Foundation runs a radio station, which may be heard on [www.bobdenver.com/radio/](http://www.bobdenver.com/radio/).

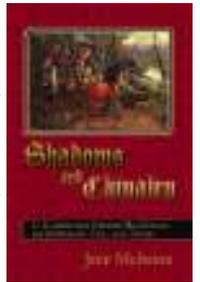


Elaine Kuzmeskus, author of *The Art of Mediumship*, *Séance 101* and *Connecticut Ghosts* will be speaking at R.J. Julia, 768 Boston Post Road, Madison, CT on Friday, Oct 26 at 7:00 p.m. Fee: \$10. To register, call (203) 245-3959

Robert Trexler announces two new releases from his publishing company: *Open Before Christmas: Devotional Thoughts for the Holidays* by Will Vaus (Barnabas Books). Readers are provided with devotional thoughts for each day of the Advent and Christmas seasons that help them to experience this part of the Church year perhaps in a more spiritually enriching way than ever before.

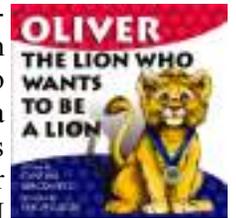


*Shadows and Chivalry: C.S. Lewis and George MacDonald on Suffering, Evil, and Goodness* by Jeff McInnis (Winged Lion Press) studies the influence of George MacDonald, a 19<sup>th</sup>-century Scottish novelist and fantasy writer, upon one of the most influential writers of modern times, C. S. Lewis—the creator of Narnia, literary critic and best-selling apologist. Without ever ceasing to be a story of one man’s influence upon another, the study also serves as an exploration of each writer’s thought on, and literary visions of, good and evil.



Brian Jud has been asked (for the eighth consecutive year) to be the sponsor of the *Writer’s Digest* 2013 Self-Publishing Awards competition.

Cynthia Bercowetz: Recently, I participated in the U.S.A./Canada Forum for lions. I had to have permission to sell my books because I was not a member of the Forum. Finally, I was allowed to book sign my book: "Oliver the Lion Who Wants To Be A Lion." I met many lions (real lions) from all over United States and Canada. sold 50 books in a few days at the Forum store.



New CAPA member Bernice L. Rocque’s first book, *Until the Robin Walks on Snow*, was released in September. The historical-fiction novella takes place in 1922 Norwich, Connecticut. An immigrant family and their devoted midwife struggle to save a tiny newborn (1.5 pounds). The heart-tugging story, based on the author’s family history, is available from Amazon and Barnes & Noble.

### Serious CAPA Writer in Search of a Writers’ Critique Group

Natalie Segal is looking for a writers’ critique group in central Connecticut. She says, “I’m willing to travel up to 20 or 25 miles from West Hartford. I’m a fantasy/science-fiction writer who has published short stories in journals and plenty of critique-group experience. Full-time work means I can meet only on weeknights or weekends, but I write every day, am serious about the work and willing to audition. Please contact [nataliedeesegal@gmail.com](mailto:nataliedeesegal@gmail.com).”

**Elaine Kuzmeskus** (Continued from Page 1)

Spiritualist Churches as a medium. Since then she conducted many well-publicized séances including two in Connecticut: the 1997 Official Houdini Séance at the Goodspeed Opera House and a séance for the cast of the play “Blythe Spirit” at the Long Wharf Theater in New Haven. She was also featured on the PBS special “Things That Go Bump in the Night.”

As with many writers, Elaine wears many hats. She established The New England School of Metaphysics and provides psychology and parapsychology instruction and also maintains a mediumship and astrology practice in Suffield.

Working in non-fiction and memoir, Elaine loves doing research and public speaking. She began writing in 1997, largely due to the astrological research she felt duty bound to pub-

lish after her mentor, astrologer Dorothea Lynde, passed away. The project resulted in a 500-page tome, *Soul Cycles* (Author House 2004).

She has since published four other books: *Connecticut Ghosts* (Schiffer 2005), *Séance 101* (Schiffer 2007), *The Making of a Medium* a memoir (Galde Press 2011) and *The Art of Mediumship* (Schiffer 2012).

Currently, Elaine is working on a project on dreams and another on physical phenomena. She shared that if she “got brave, I might try a novel!”

She said she especially enjoyed the CAPA-U workshops in May and looks to her fellow CAPA members to share advice on finding an agent and expanding her readership.

For more information, please visit her website: [Newenglandschoolofmetaphysics.com](http://Newenglandschoolofmetaphysics.com). •

**Tip to Help You Sell More Books in Large Quantities**

Companies want to increase their sales and profits, and sometimes offering a book such as yours as an incentive can entice more people to buy their products. Show them how your book can help them reach their objectives.

**Save the Date: Dec. 15****CAPA Annual Holiday Party**

Celebrate the holidays the WRITE way — with CAPA.

We'll provide sandwiches and soft drinks. You bring an appetizer, side dish or dessert and, of course, your family members and friends. Wear your most festive (casual) holiday attire!

**Schedule of Upcoming Meetings****CAPA CENTRAL**

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

- Oct. 20 D'vorah Lansky – Online Marketing Strategies
- Nov. 17 Zita Christian, Facilitator for Panel of Agents & Writers of Fiction and Non-fiction
- Dec. 15 Annual Holiday Party

**CAPA SOUTHEAST**

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

- Nov. 19 Dan Uitti, topic TBA
- Dec. Annual Holiday Party, Mystic (Date and location TBA)
- Jan. 21 Topic TBA

**CAPA SOUTHWEST**

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

- Nov. 12 Speaker: To be announced
- 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))

- Oct. 18 Dan Uitti will talk about using Twitter (5:00–7:00 pm)
- Nov. Date and presenter TBA
- Dec. 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 events with other CAPA members? Log on to the CAPA social network (<http://authorsandpublishersct.ning.com/>).

### November

- 3 20<sup>th</sup> Annual Craft Fair, West Hartford
- 3-4 Santa's Workshop Weekend Arts & Crafts Festival, Litchfield
- 9-11 17th Annual New England Craft & Specialty Food Fair
- 10-11 21st Annual Connecticut Children's Book Fair, Storrs, CT  
(<http://bookfair.uconn.edu/2012.htm>)
- 10 Bristol Art & Craft Show
- 11 Autumn Craft Festival, Southbury
- 17 30<sup>th</sup> Annual Cookie Express Holiday Fair, Shelton
- 18 38<sup>th</sup> Annual Cromwell Holiday Craft Fair
- 23 Middletown 57<sup>th</sup> Annual Exhibit & Sale
- 24 Bethel Holiday Craft Festival
- 25 Southington Arts And Crafts Fair
- 30-Dec. 2 Castleberry Christmas Craft Festival, Worcester, MA

### December

- 1 21<sup>st</sup> Annual Holiday Craft Fair, Manchester
- 1 Bolton Winter Faire
- 1 36<sup>th</sup> Annual Coventry Craft Show
- 1 3<sup>rd</sup> Annual Holiday Craft Fair, Canton
- 1 Middletown Annual Holly Fair 15th
- 7 32<sup>nd</sup> Annual Bethlehem Christmas Town Festival
- 8 Colchester Sleigh Bells Arts & Craft Fair
- 7-9 13<sup>th</sup> Annual New England Holiday Craft Spectacular Salem, NH
- 9 10<sup>th</sup> Waterbury Arts and Crafts Fair



**CAPA**  
**P. O. Box 715**  
**Avon, CT 06001-0715**

### Jud — Continued from Page 4

this strategy to stimulate revenue. While the publishers are not paid for the author's additional services, they receive the revenue from the concomitant books sales. And the "halo effect" from a well-known author can stimulate book sales both for current and future titles.

Your authors may extend their brand through writing articles, consulting or making personal presentations on their topics. They can also build revenue and an aura of expertise by conducting seminars and webinars, producing podcasts and contributing to blogs.

These actions are complementary since your authors can speak to groups and sell books following their presentations. In addition to demonstrating expertise in their subject, they may receive a speaking fee, in addition to payment for sales of their books. As their reputations grow from contributing articles and blog content, their book sales will increase proportionately.

An author-brand strategy is highly independent, since each element stands on its own. Yet the combined impact of an assorted marketing strategy increases long-term revenue as it solidifies its base. It also helps authors differentiate themselves from their competitors while selling a commoditized product.

A hybrid marketing strategy can increase your top and bottom lines if you use these examples to customize a productive bundle for each author. This strategy improves long-term market share and profitability by being scalable. Multiple sources of revenue also permit sub-branding to leverage the halo effect. Hybrid offerings attract new customers and increase demand among existing ones by giving them more ways to purchase content. And they enable publishers to boost their revenue and improve liquidity at low risk. •