



The Authority

Connecticut Authors & Publishers Association—Since 1994

Connecticut's Source for
Writing, Publishing &
Marketing Information

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Gina Panettieri to Speak at the Sept. 15 CAPA Meeting Topic: Q&A Session About How to Get an Agent

Gina Panettieri, president and executive editor of Talcott Notch Literary Agency, has worked as a writer, freelance editor and literary agent for more than 20 years. At the Sept. 15 CAPA meeting, she will discuss the topic that has bedeviled prospective authors for ages: how to get an agent.

Gina represents fiction, with an emphasis on mystery, suspense and thrillers, and nonfiction, with a specialization in prescriptive nonfiction, history, science, current events, business and finance. Some of her current titles include *The Connected Child*, the #1 adoption title in America, by Dr. Karyn Purvis, Dr. David Cross and Wendy Sunshine;



The Darkest Night, a St. Martin's true crime title by Ron Francell; and her own first full-length nonfiction, *The Single Mother's Guide to Raising Remarkable Boys* (Adams Media).

Meet A Member: Linda Strange by David Garnes

Linda Strange, a relatively new member of CAPA and the subject of our profile this month, has a very interesting background. Having lived in a variety of European countries, she's used international locales in several of her novels, and her "daytime" jobs have involved teaching English language skills to a wide variety of students.

Here's the narrative Linda sent us in response to some general "Meet a Member" questions we posed. You'll get a good sense of her background and current activities—in her own words:

"I was born on Long Island in 1963 and lived in Wantagh in Nassau County until my family moved



to Newtown, CT when I was seven. I stayed in Newtown until I finished high school and then completed the Freshman Year Program at The New

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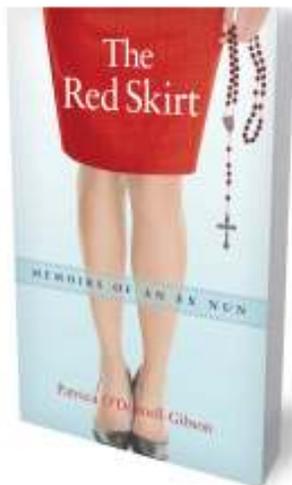
Cover Design Strategies — Peri Poloni-Gabriel

(Peri Poloni-Gabriel of Knockout Design has been in the business of designing books for over 15 years. More information is at www.knockoutbooks.com)

The Red Skirt – Memoirs of an Ex Nun

Because the title suggests such a strong visual, the red skirt, this had to be used somehow on the cover. This biography takes place in the 1960s, so the image had to also be era appropriate.

By using a photo from the hips down, manipulating a grey skirt to red and adding the rosary to the once-empty hand, the visual ties together the skirt and religious concepts in the book. The aqua-blue color complements the red and adds depth to a white background.



Tip for Performing on TV and Radio Shows

In some cases your performance will be live, but from a location outside the studio. The television interviewer may be the anchorperson of the news show, on camera in the studio. In this case, you will have a device placed in your ear so you can hear the questions. Make sure it is comfortable and secure. Your segment may be cut short if you have to hold your finger on the device to keep it in place or if the connection is poor.

Look straight into the camera facing you, not at your image on the monitor. Answer the questions as you would if you were on the set with the interviewer.

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, Staff Writer—Chris Blake

Internet Connections Adele Annesi

Sometimes, old familiar online resources get revamped and warrant another look. This month includes the best of the older and new online resources for writers, editors and publishers. If you have a trusted site to share, send it to Adele Annesi at a.annesi@sbcglobal.net.

Byliner (<http://byliner.com>): This site has curated archives of the best fiction and nonfiction organized by writer. Readers can easily find, read, share and buy new and classic stories by their favorite authors. Byliner also is a digital publisher of compelling fiction and nonfiction written to be read in one sitting. Stories range from 5,000 to 30,000 words, and are sold as Kindle Singles at Amazon, Quick Reads at Apple's iBookstore, and NOOK Snaps at BN.com.

Council of Literary Magazines and Presses (<http://www.clmp.org>): CLMP now has an expanded, free listing of independent publishers of fiction, poetry and prose. If you want an insider's guide to literary magazines, or are thinking of starting a literary magazine, CLMP provides invaluable information.

Google Alerts (<http://www.google.com/alerts>): Google Alerts provides free email updates of the latest relevant Google search results (Web, news, etc.), based on your queries. This feature is great for tracking online mentions of your work. Just enter the search query, e.g., your name, and preview the results.

Klout (<http://klout.com>): This hot metric measures your online influ-

ence. When you recommend, share and create content, you affect others. Klout Score uses social-network data to measure that influence on a scale of 1 to 100, based on your ability to drive action.

New Pages (<http://www.newpages.com>): Wow, has this site expanded! It offers news, information and listings on alternative periodicals, literary magazines, independent bookstores, independent publishers, independent record labels, alternative newsweeklies and more. It's a great online portal with reviews and guides to independent presses and creative writing programs.

Search Engine Journal (<http://www.searchenginejournal.com>): *SEJ* is a community-based approach to search marketing with great free articles on how to improve your interactive marketing. Launched in 2003, *SEJ* provides unique content from expert in-house and independent Internet marketers.

Writer's Bloq (<http://writersbloq.com>): Tired of rejections? So was the founder of Writer's Bloq. This supportive site is about and for writers and their writing. Writers can create a literary portfolio, and share their work with other talented writers and dedicated readers. Writers can gain a readership that can open publication doors. The community is based on creative cooperation and idea promotion.

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

Legal Matters That Matter to Writers Professor Tonya M. Evans

(Contact Professor Evans at info@legalwritepublications.com or www.legalwritepublications.com; The 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, consult a lawyer as each case is fact specific.)

The Truth About the Old Mail-it-to-Yourself Myth!

I'm sure you've heard of it – virtually every writer has. And maybe you are among the considerable number of writers and industry professionals who not only believe the Poor Man's Copyright myth but also repeat it as if it were law. This is the most pervasive and destructive myth in the publishing industry. The Poor Man's Copyright, also known as the Mail Myth, is the mistaken belief that a copyright is created or somehow protected when you send a copy of it to yourself in the mail.

If you learn nothing else from this e-Report, you must learn this: the mail-yourself-the-manuscript-and-then-you'll-be-protected belief is a myth. It is simply not true, and I do not want anyone who reads these words to perpetuate this myth for one more moment. Rest assured, the only thing you will prove when you mail your work to yourself is that the post office is still in the business of delivering mail.

For more information, check the FAQs at www.copyright.gov.

Take Your Book on Tour Around the Globe – Without Leaving Home

D'vorah Lansky, M.Ed.

A Virtual Book Tour is much like a traditional book tour; but instead of traveling from city to city, you travel to a variety of targeted blogs across the Internet. Imagine being able to reach thousands of new readers, around the globe, without leaving home! Enter... the virtual book tour concept!

The purpose of your book is to share your message. **You** are the message – your book is the doorway to you. A virtual book tour provides you with a platform from which to share your message. It will put you on the map and allow you to build your audience, your brand and your book sales.

A book tour may be instituted for a new book or you may conduct a book tour for any of your books, at any time. The key is to be passionate about your topic and willing to share the message of your book with new readers.

Sharing your message via a virtual book tour leads to increased book sales and speaking opportunities. At each tour stop, you get to share relevant content with readers. Content for a virtual book tour may consist of written blog posts as well as audio or video content.

Maximize your efforts by including a compelling reason for readers to visit your blog or website. Offering a special report, a free chapter of your book, or access to an audio interview with an industry expert generates interest and drives increased traffic to your blog or website.

Before you begin inviting people to your site, however, make sure you

are ready for company.

Check to be sure your site is attractive and your content is current. Provide a way for visitors to request

your free offering. The most effective way to do this is to have them subscribe to your email list by entering their name and email address in exchange for a special report or free chapter of your book.

By having visitors subscribe to your email list, you are creating an opportunity to build an ongoing relationship with them. They have demonstrated their interest in your topic, so you could send occasional articles or newsletters on that topic. Sell your readers on you, not on your stuff, and over time you will create a base of raving fans who are interested in you, your topic and your success.

While in-person book signings are still a powerful way to reach your audience, in today's global market learning how to harness the power of the Internet, via a virtual book tour, will multiply both your efforts and your results.

D'vorah Lansky, M.Ed., is the bestselling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Books Online*. Learn more about virtual book tours and receive a collection of free tips for your virtual tour at: www.VirtualBookToursMadeEasy.com.



Use Your Business Card As a Sales Tool

Brian Jud

Your business card is not just a way to pass along your contact information; it is also a portable and versatile marketing tool. Here are ten tips for using this vital marketing tool effectively.

1. Never leave home without them – keep extras in your car, purse and briefcase; store them in a card case to prevent damage.
2. Insert a business card with all correspondence.
3. Use proper business-card etiquette – take a moment to study a card when someone hands one to you.
4. Be generous – hand them out at trade shows, personal presentations and networking meetings.
5. Have a professional card with complete, updated contact information in a readable type size; not dog-eared.
6. Consider a magnetized card to place on a refrigerator – a reminder of your book on diet, nutrition or appliance repair.
7. Give one to receptionists after your media events to reference when listeners call later to ask about you.
8. Make notes on others' business cards – remember what you discussed and when/how to follow up.
9. Give people a reason to hold on to your card – write a personal note on the back or a code to receive a discount when ordering.
10. Place them on bulletin boards at local restaurants, supermarkets, libraries, your gym and other public places.

The ABCs of the Editing Process:

How Can Advertising Influence Your Writing? By Roberta Buland



I was in McDonald's recently to purchase its special \$1 sundae (plus tax) and asked for a cup for water. Although it was obvious I wasn't a child, the cup I received was intended for a child. It included an advertisement for a Happy Meal with the slogan, "It's fun to explore new things. I'm lovin' it." To further explain the theme, "lovin'," there were these words, "I love reading books! They can take you places you can only dream about... imagine that!" Ronald McDonald's picture was underneath. He sported a happy smile on his clown face while reading a book and sitting on a pouf chair with his legs crossed, obviously relaxing and enjoying the pages. Perhaps, you've seen the cup? How often do we think of this theme as adults? Do we allow our imagination to wander, as is suggested here for children to do?

Little did I expect that going to McDonald's that night would yield an idea for this month's column! But it did. I thought it surprising that one cup, appropriately designed, could influence a child to read! And perhaps an adult might be prompted to read also.

I asked my friend what he thought of the cup's message.

"Definitely an impetus to read, especially in the summer!" he said.

I had to agree—and hence, I thought to myself, "If McDonald's is promoting reading...." You can finish the sentence and let me know your thoughts. You may email me at rjbuland@comcast.net.

Messages are Obvious

The cup came home with me—it took on almost a personality of its own. The messages were obvious: Reading is fun. Even Ronald McDonald loves it. Dreaming is related to reading. It can open up new worlds, not only for children, but also for adults. Further emphasis of these messages may be gleaned from the images on the cup—a farm, an open book and a sailboat with a lighthouse. Also, reading may be done anywhere and enjoyed everywhere. These are powerful messages!

As an editor, all of the messages related to editing. The writer and designer of the cup emphasized the message in standard English, except for the word, "lovin'." Since "lovin'" is in dialogue, it is easily understood and acceptable.

Grammar and Content Rules are Used

Many rules of grammar and content editing come through: Write in complete sentences. Show, don't tell. The difference between it's (it is) and its was understood by the writer showing that the he/she is grounded in acceptable English grammar. Familiarity with the subject matter makes it easy for the reader to understand. Wordage is not pretentious. What other "rules" come through to you? Let me know.

Art also contains inferred words, those that don't have to be in your face, so to speak. Directly above Ronald McDonald's large sneaker is a person running to a trash can and inserting something in it. The message may be taken many ways, of course. Obviously, "Throw away your trash" is clear. Discarding your trash before you leave the restaurant makes it more efficient for staff to clean up.

Observe Advertising

Writers, observe advertising because it not only exemplifies many rules of writing, but it can also be a model for your own writing. In today's world of short sound bites, advertising provides models that sell. You, as authors, strive to sell your work. Advertising is everywhere—so models are everywhere. I caution you, however, to imitate only the positive aspects of it. Read and study advertising for its faults also. You'll be surprised what you can learn!

Questions or comments? Email: rjbuland@comcast.net

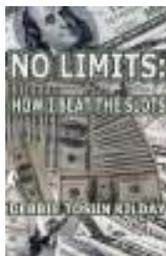
Roberta J. Buland is the owner-editor of RIGHT WORDS UNLIMITED, a full-service editorial and publishing firm in West Hartford. She is a past president of CAPA and may be reached at 860-308-2550. Questions about any aspect of editing, writing and publishing are welcome.

I don't go on a show as a guest. I go on as an expert.

Eric Marcus, Author of *Breaking the Surface* and former producer for *Good Morning America*)

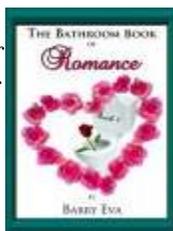
Celebrating Success

CAPA author Deborah T Kilday received a literary award for her book, *No Limits: How I Beat the Slots*. It received an honorable mention in the Autobiography/Biography category at the Hollywood Book Festival. The award was conferred by JM Northern Media of Hollywood, which runs a series of book festivals year-round in the United States and Europe. Submitted works are judged by a panel of industry experts using the criteria of general excellence, the author's passion for telling a good story and the potential of the work to reach a wider audience.



A Quest for Good Manners has received an Eric Hoffer Honorable Mention. The children's book by Karin Lefranc also won a Mom's Choice Award Gold. When a princess and her pet dragon are banished from the castle for bad manners, they are sent on a quest for good manners!

Recently Barry Eva had a new eBook out. *The Bathroom Book of Romance* is the first in a series of books made up of short romance stories. His radio show "A Book and a Chat," on which many CAPA members have been guests, recently had its 500th show.



Ann Jamieson announced the release of her new book, Volume IV of *For the Love of the Horse: Amazing True Stories About the Horses We Love*. The new volume features Ice Road Trucker Lisa Kelly and Paralympics competitor Donna Ponessa (who doesn't let Multiple Sclerosis stop her from her elite competitive goals).

Sunday, September 23rd CAPA member Rosemary Harris will be interviewing America's Queen of Suspense, Mary Higgins Clark at the Brooklyn Book Festival. For information visit <http://www.brooklynbookfestival.org/BBF/Home>

M.J. Allaire's new young-adult mystery/thriller, *Dead Reckoning*, was just released as an eBook and will be available in print by mid September.



Harry Potter, Still Recruiting: An Inner Look at Harry Potter Fandom.

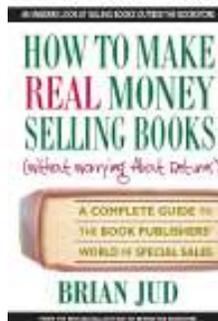
From children to adults, fans are delighting the world with an explosion of captivating activities and experiences based on J.K. Rowling's delightful series. This book attempts to document everything – exploring costuming, crafting, gaming and more with essays and interviews straight from the multitude of creators. Author Valerie Frankel debuted the release of this book with a party at LeakyCon 2012 held in Chicago on August 10th. From Zossima Press (Robert Trexler, publisher).

Also from Zossima Press (Robert Trexler, publisher), *Sociology and Harry Potter: 22 Enchanting Essays on the Wizarding World*, edited by Jenn Sims. Professional sociologists from eight countries cast their imaginations on the wizarding world. From standard topics such as inequality and identity to more contemporary topics such as technology and trauma memory, this essay collection explores the books as a "real" society – appealing to fans and scholars alike with its reader-friendly style.



Chris Webber's thirtieth book includes the first-ever sequels to *Beowulf*, plus Webber's own translation of *Beowulf* itself. The first sequel tells the story of the warrior who follows Beowulf as tribal leader, while the second tells that same story from the tribal leader's wife's point of view. \$15 from Amazon.

Brian Jud's article *Sell More Books to Non-Bookstore Retailers* has been published in the Publishing Research Quarterly: Volume 28, Issue 3 (Sep, 2012), pp 176-182.



Linda Strange (Continued from Page 1)

School in Greenwich Village before going off to England to get my B.A. in European History and Modern Languages (Swedish and Finnish) at the University of East Anglia in Norwich, England.

"I was an exchange student for a year in Finland at a Swedish-speaking university there called Abo Akademi [located in Turku, the country's oldest city and its first capital].

"I've lived in England, Sweden, Finland, Russia, Germany and, of course, the USA! When I wasn't studying, I was teaching English as a Second Language: to adults or to college students, depending on where I was. Currently, I teach ESL at an elementary school in inner-city Waterbury, which is definitely another country.

"I have been writing since I was in my early twenties (I started my first novel in Germany) and I have never stopped. I like the feeling I get when I read back something I've written and it reads really well. I like falling in love with my own characters.

"I write literary fiction, novels up until now, but I have recently started to write short stories. I have written three novels to completion. The first one, set in Finland, was practice; the second, set in Germany, I'm trying to find an agent for (one of the reasons I attended CAPA-U); the third, set in the USA (!) in Connecticut, I'm polishing. I have a fourth, which will bring me back overseas, to Russia, in the planning stages.

"I enjoyed this year's CAPA-U experience, both meeting other writ-

ers, having editors' input on my writing, and meeting agents. I feel like I came away with some very good practical information that I can put to good use."

Reading from her website, I discovered that Linda lives with her husband, Tony, an Englishman and another world traveler, and a Maine Coon cat called Quicksilver.

For further information go to www.lindastrange.com. You can also link from that site to information about Linda's books, as well as to her blog, "Strange Countries," where she writes about the many places she's lived and visited. Contact her at info@lindastrange.com or [linda.strange2@facebook.com](https://www.facebook.com/linda.strange2).

Schedule of Upcoming Meetings

CAPA CENTRAL

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

Sept. 15 Gina Panettieri – Ask the Agent – Q & A session

Oct 20 D'vorah Lansky – Online Marketing Strategies



CAPA SOUTHEAST

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

Sept. 18 Jules Russell, Groton Public Library

Oct 17 Jim Smith "Tips for a More Productive Website"

Nov 21 Nancy Butler, topic TBA



CAPA SOUTHWEST

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

Oct. 8 **Speaker:** To be announced

Nov 12 **Speaker:** To be announced



CAPA BOOK-NETWORKING MEETINGS

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

Sept Date and presenter TBA

Oct 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

September

- 14-30 The Big E
- 15-16 Orange Country Fair
- 16 Trumbull Arts Festival (203) 452-5065
- 29 Litchfield Eleventh Fete & Craft Faire
- 29 Pipes in the Valley – A Celtic Festival

October

- 5-7 Berlin Fair
- 6-7 Garlic & Harvest Festival; Bethlehem Fairgrounds – Bethlehem, CT <http://www.garlicfestct.com>
- 7 Tolland Arts and Crafts Fair
- 12-14 Portland Fair
- 13 Crafts on Main, Old Saybrook
- 14 Bristol Arts and Crafts Fair
- 14-16, New England Library Association Annual Conference: Sturbridge Host Hotel & Conference Center, Sturbridge, MA (<http://www.nelib.org/conference>)

November

- 3 20th 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>)
- 11 Autumn Craft Festival, Southbury
- 17 30th Cookie Express Holiday Fair, Shelton
- 24 Holiday Craft Festival Bethel
- 30-Dec. 2 Castleberry Christmas Craft Festival, Worcester, MA

December

- 1 21st Holiday Craft Fair, Manchester
- 1 3rd Holiday Craft Fair, Canton
- 7-9 13th Annual New England Holiday Craft Spectacular Salem, NH
- 9 10th Waterbury Arts and Crafts Fair

For fairs and events in and outside of Connecticut, here are additional resources:

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

Join Other CAPA Authors – Sell to Bookstore Buyers

October 4, 2012, Rhode Island Convention Center, Providence RI

CAPA will display members' books before an audience of bookstore buyers at the New England Booksellers' Association (NEIBA) Fall Conference.

Bookstore buyers representing all six New England states will be in attendance, placing orders for books.

If you participate, we will advertise your books in the conference program, create a flyer with all books on display and mail the flyer to bookstore attendees prior to the Conference. You may display your book(s) (\$65 per title) and be there in person for an additional \$45.

To register, go online to <http://ipone.memberlodge.org/Events> and follow the prompts. Or mail a check (payable to CAPA) to Brian Jud, Box 715, Avon, CT 06001.

For further information, go online: <http://www.newenglandbooks.org>

Exhibit at the New England Library Association Show Sturbridge Host Hotel Sturbridge, MA , Oct 14 - 16

Tordis Ilg Isselhardt,
NELA Show Manager
tordis@imagesfromthepast.com

NOTE: Sign up for both NEIBA and NELA for a 10% discount on the book display fees