January 16: Wayne English Will Present
Web Marketing Survival Guide

Is your website a bona fide business tool, or a career killer? In this program, you will learn how to find out. In addition, we'll talk about driving traffic to your website and social networking campaigns with online tools like Hoot-Suite and Klout. And we will discuss places where you can find first-class content for your curation needs. Don't miss this informative program. It will save you time and increase your marketing effectiveness.

Meet A Member: Jenn T. Grace
By Will Dunlop

Jenn Grace was born and raised in Rhode Island, moved to Massachusetts to get her undergraduate degree at Salem State University, and then finally moved to Connecticut, where she’s been for nearly 12 years. She got her Master’s in Integrated Marketing Communications from Golden Gate University in 2010.

Most of the jobs Jenn has held have had some focus on solving problems in the businesses she worked at, all of which translates into what she does now. Jen is, as she puts it, “a ‘professional lesbian.’ I help teach straight people how to market to gay people and gay people how to market themselves.”

Jenn says, “In my business I do a wide variety of things, but helping LGBT individuals share their stories through the written word is core among them. I take the logistical hassle off their plates so they can focus on writing their stories to impact the lives of others, while I help them figure out how they’ll get their book on Amazon or what their book cover should look like. Other core activities in my business include consulting with corporations on improving their...”

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Contributors

- Dotti Albertine
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The Cover Story - Dotti Albertine of Albertine Book Design is an award-winning book designer and a professional who has been in the business for over 20 years. She can be reached at: www.AlbertineBookDesign.com or dotti@dotdesign.net

This book is written for 12-year olds, not for their parents. Written as fiction by marriage and family therapist Margot Desannoy, it is the journey of Alex, who finds herself in psychotherapy after her parents divorce because of the father’s alcoholism. Alex is bright, clever, hurt, angry and delightful. Margot, who in real life provides counseling for kids such as Alex, says they call her “Maggot DoesAnnoyMe — Freaky Counselor” behind her back, and she wouldn’t have it any other way. The photo of Alex is a Getty image extracted from the original background and superimposed over graffiti. The cap was placed later, since Alex loves baseball and is a tomboy. The trick was to find just the right “Alex” and keep it light and appealing to this young audience.

“There’s one thing I’m sure about. An opening line should invite the reader to begin the story. It should say: Listen. Come in here. You want to know more about this.” Stephen King

CAPA Board of Directors

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Editor—Brian Jud, Meet-a-Member Column—Will Dunlop
Copy Editor—David Garnes, Staff Photographer—Deborah Kilday,
brand reputation within the LGBT community and speaking internationally at conferences on the same topic.”

Jenn’s passion for writing began at a young age, and she now writes nonfiction exclusively and enjoys using the first person, saying that writing as she speaks comes naturally to her.

She has published two books, *But You Don’t Look Gay...: 6 Steps in Creating a Successful LGBT Marketing Strategy* and *No, Wait... You Do Look Gay!: The 7 Mistakes Preventing you from Selling to the $830 Billion LGBT Market.* Both are available in print and digital formats on Amazon (www.jennnonamazon.com), where they reached best-seller status in their categories when released.

Jenn is currently working on a fourth book (slated for 2017) about how to encourage LGBT business owners and professionals to see their being LGBT as a benefit in their marketing efforts. Her third effort, a book with her wife about the struggles of raising a child with mental health needs, is due out this spring.

Jenn has also helped seven authors with their books, either in a specific area or with the entire manuscript. One such book is *Artistic Expressions of Transgender Youth* by Tony Ferraiolo, which she calls “an amazing piece of art.” She currently has about a dozen clients, advising them on how to shorten the self-publishing process “so they can focus on getting their stories and voices out to the world.” To help more authors at once, she’s started a group coaching program, beginning in February, to help them get their story out in ninety days.

For more information, visit http://jenntgrace.com/2016-the-year-of-your-story/.

In addition to all this activity, Jenn began a blog in 2012 that has helped fulfill a past desire of hers to have some sort of “Dear Abby” column.

The blog began as a platform to answer questions people had about LGBT customers and has been a foundation for her business as it is now.

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**Connections**

By Adele Annesi

Welcome to the New Year and to new resources and old favorites that have stood the test of time.

**Atomic Reach**

www.atomicreach.com: Based in Toronto, Atomic Reach for bloggers uses its specially designed technology to change how people tell stories. AtomicWriter adapts feedback based on the bloggers’ audience to help them craft great blog posts.

**AWP Writer to Writer Mentorship Program**  https://www.awpwriter.org/community_calendar/mentorship_program_overview: AWP’s Writer to Writer matches emerging writers with published authors for three months. Writer to Writer is free for mentees. Mentors volunteer their time and get a free one-year membership. The program is for all AWP members, especially

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**Jenn T. Grace — Continued from Page 1**

One cool day a few years ago, I was lucky enough to meet Christine Garber, the Executive Director of Reach Out and Read Connecticut. Reach Out and Read is a national non-profit organization that gives free books to low income children at their pediatricians’ office visits where doctors “prescribe” reading to your child twenty minutes a day. Christine told me they had a creative challenge: they were handing out books to caregivers to read to their children and many of the caregivers struggled with reading themselves. They also needed sturdy board books as they begin giving books to children at six months old.

So I put together my own publishing company, wrote a simple, rhyming text *Love You, Hug You, Read to You!* and added the inter-
active questions. I hired Publishing Consultant David Wilk who sourced a printer, distributor and warehouse and hired a copyeditor, illustrator and book designer.

I was soon asked to create a bilingual Spanish/English version Te amo, te abrazo, leo contigo! On a whim, I sent both books to Penguin Random House and they immediately wanted to acquire the rights. The books hit Amazon on Dec. 22, 2015.

I took a chance and it was risky, but in my heart I knew if the books were successful and would help children learn to read, it would all be worth it. I'd do it again in a heartbeat.

To help a needy child get a free book go to Reachoutandread.org/CT or to learn more about Tish visit www.tishrabe.com

There is a difference between the words action and accomplishment. You can be busy doing something without accomplishing anything.

Adele Annesi is a writer, editor and teacher, and co-founder of the Ridgefield Writers Conference. Her editor's blog is Word for Words http://wordforwords.blogspot.com. Email her with queries at a.annessi@sbcglobal.net.

Happy writing!

Many authors are already familiar with the concept of the marketing funnel, a "narrowing hallway" containing offers that an author's prospects can try out. These offers typically range from free through low-priced e-books and reports, to progressively more expensive teleseminars, webinars, and coaching opportunities.

Although helpful, the traditional marketing funnel idea may encourage authors to not just write a book, but prepare a suite of product and service offerings, it doesn't emphasize the idea of a continuing process.

The Profit Wheel offers an alternative to the "funnel" concept. The profit wheel identifies the six stages of a prospect or reader's relationship with the author. These stages are Awareness, Comparison, Transaction, Reinforcement, Advocacy, and -- most important -- "Repetition."

An author's true success comes when their web presence helps them leverage every stage of the Profit Wheel. It's never too early to review your Profit Wheel, and authors can't do it often enough. A monthly review of Profit Wheel marketing is not too excessive, but is encouraged.
The ABCs of the Editing Process: 
AmeriSpeak, a Review  By Roberta Buland

It is not often that a book written by a CAPA member can be useful to every writer and speaker. However, Nara Venditti’s dictionary, AmeriSpeak, is that kind of book! It is “A mini-dictionary of the most common words and phrases you need to be able to communicate effectively in American business.” And, as the title implies with its dollar sign, it is a tool to help increase income.

While aimed at non-native American speakers, of which Venditti is one, and also businesses, AmeriSpeak can be useful to anyone looking for simple language to express oneself. Writers would do well to have this reference book on their bookshelf.

Colloquialisms and clichés
The dictionary includes a compendium of colloquialisms that may be easily misinterpreted by persons born in the USA or elsewhere. While clichés are generally frowned upon in narrative fiction (with the exception of dialogue), this dictionary includes definitions of clichés to help newcomers to American English understand how words can be used in a variety of ways, even though they might not necessarily be included in standard American dictionaries. Also, fiction writers may look up phrases they have used that they think might be clichés and rewrite them into more interesting English before anyone else reads them. Using clichés is a component of a writer who does not necessarily respect English.

AmeriSpeak is a textbook
AmeriSpeak could also be used as a textbook because it includes lessons on how to take control of one’s vocabulary—a challenge all by itself! And, if this were not enough, the author gives workshops to further enhance the themes discussed in the book.

Venditti, a Ph.D., has authored over 60 published works, has been the recipient of honors, and is a lecturer at Western Connecticut State University. She is the president and founder of Succeed in America!, a consulting firm whose focus is helping individuals to understand Americanisms, and in the process, become more employable. For example, Americans learn almost instinctively that the phrases, “cover all the bases,” “at the huddle,” and “get the ball rolling,” have almost nothing to do with sports. Rather, they are idioms used in business to mean, “be thorough,” “at a meeting,” and “get started,” respectively. Imagine, though, you are an immigrant attending a business meeting in your field and you hear these phrases. In order to understand them, you will most likely look them up in a standard dictionary, and then take the definitions literally. AmeriSpeak provides easy-to-understand explanations particularly related to idioms and American business lingo.

For example, several “C” entries such as “call the shots,” “can-do attitude,” “canned,” “Catch 22,” “cave in,” and “come full circle,” are idioms American instinctively understand, but immigrants who jump into the business world do not always know them. Turned around, if you, whose first language is American English, were dumped into a business meeting in Japan, China, or any foreign country, would you know the local idioms?

Entries are easily understood
A section of the dictionary explains in detail how the entries have been compiled. The concise list in about 60 pages of the most popular American idioms is exemplified in the above examples. The hints about accent reduction section explains how pronunciation affects meaning. Also included are tools to better understand English, such as joining Toastmasters, reading aloud daily, taping speeches to hear how you might sound to others or an audience, and listening and watching media.

AmeriSpeak could be marketed not only to businesses, but also to second-language English speakers and university business and English departments.

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. Feel free to contact her with questions about any aspect of editing, writing, and publishing.

When is the best time to start marketing your book? Now.
**CAPA Members Celebrating Success**

**Dick Benton** says, “In October I started my own blog, 'Story Corner,' attached to my website, www.richardObenton.com. I have contributed four pieces so far. It's kinda fun, and I have many stories and articles to contribute to it.”

**Ann Jamieson** was asked to be part of the "stable" of writers for a posh, beautifully produced magazine called Unstaked, which is about horses and travel, a perfect fit for her! Plus there is another nice regional magazine that wants to meet with her about writing for them as well.

**Lisa Samia** says, “My publisher has indicated an April 14 release date of My Name is John Singer ... a romantic historical fiction.”

Astrologer **Elaine Kuzmeskus** will be a guest on “The Paranormal View” Saturday, January 30th 8:00 - 10:00 p.m. EST. According to the author of Soul Cycles, 2016 is a year of reckoning. The United States will be forced to take a reality check. Increasing interest rates will curb big spenders, while lower gas prices do little to stimulate the economy. Elaine will take a peek at the horoscopes of Donald Trump and Hillary Clinton. To tune in, go to http://theparanormalview.com/tag/podcast/

**Donna Marie Merritt**'s fifth book of poetry came about after an encounter with a homeless man. He was standing on the side of the road with a sign for food. She passed him, but it nagged at her and she turned the car around and asked if he would like a poetry book. His eyes lit up and he nodded yes. She watched that man walk away absorbed in the book and she realized she'd never know why he was homeless or what his thoughts were. We Walk Together was written with that incident in mind. We can never understand someone else completely, and another person's life and choices are not ours to judge. Each poem seeks to look at a situation through someone else's eyes. The 22 new poems in this chapbook have been described as "drops of conscience."

**Now the Marketing Begins**

**Diane Mikan**

How do you qualify success in marketing or publishing? If you land on the bestseller list in the New York Times or earn a cool million or you finally publish it after twenty-five years? I fall into the last category ... so far.

My success came through perseverance. The road to creating my novel began more than twenty-five years ago. A chance happening as four-year-old child came with a nickel purchase: a pocket size blue book with an embossed gold eagle and "September 28, 1943" underneath. Those little blue booklets were lifelines to the men who dropped through the air and hit the beaches on D-day June 6, 1944. For me, it sparked a lifetime interest in WWII.

Many years later on my first trip to Paris I discovered the metro stop on the Place de la Concorde where plaques in the wall commemorate several resistance fighters who were killed on August 25, 1944, the day Paris was liberated. That made me wonder how I would have endured those times. What makes one person rise from the ground to fight and another to turn and run? While the World Waits makes us think, "In whose footsteps we would be walk?"

Working two jobs plus rearing children, it took me a while. Each summer when I was not teaching, I’d write from 3:00 - 6:00 a.m. until someone yelled, “Mom, where are you?”

Really, every morning I was in the same place hunched over the computer, and it was not in the east wing.

Once finished. I sent out dozens of query letters to the people in the guides to publishers and agents. Yet, no one was interested in even seeing the manuscript until 2004. I remember: Veterans Day November 11th, a good sign, I thought. However, the agent deemed it too long for American readers and tried Europe. At some point, when I stopped all my jobs, and the kids had finished with college, I realized he had flown the coop.

So, I decided to publish myself...Several months later and minus 250 pages, I published my novel, created a website, and put on a successful book launch.

Now the marketing begins. See more at http://www.whiletheworldwaits.com
How to Solve Problems Creatively
By Brian Jud

When confronted with a dilemma, don’t ask, “How can we solve this problem?” While that may lead to a solution, it may not be the best one. Instead, ask, “In how many ways can we solve this problem?” to generate several options from which to choose. Here is an example.

A toothpaste factory had a problem. They sometimes shipped empty boxes without the tube inside. The CEO of the company assembled his top people. Six months (and $8 million) later they solved the problem by using a high-tech precision scale that would sound a bell and flash lights whenever a toothpaste box weighed less than it should. The line would stop, someone would walk over, remove the defective box, and then press another button to re-start the line. As a result of the new package monitoring process, no empty boxes were being shipped out of the factory.

With no more customer complaints, the CEO felt the $8 million was well spent. He then reviewed the line statistics report and discovered the number of empty boxes picked up by the scale in the first week was consistent with projections, However, the next three weeks were zero! The estimated rate should have been at least a dozen boxes a day.

Puzzled, the CEO traveled down to the factory, viewed the part of the line where the precision scale was installed, and observed just ahead of the new $8 million dollar solution sat a $20 desk fan blowing the empty boxes off the belt and into a bin. He asked the line supervisor what that was about.

"Oh, that," the supervisor replied, "Bert, the kid from maintenance, put it there because he was tired of walking over, removing the box and re-starting the line every time the bell rang."

In how many ways can you solve a problem facing you as you begin the new year?

Schedule of Upcoming Meetings

CAPA CENTRAL
Location: Sycamore Hills Park Community Center Avon, CT; third Saturday of each month, 10:30 am (http://www.aboutcapa.com/avon.htm)
January 16: Wayne English (Meeting is at the Avon Library)
February 20: Ellen Ornato
March 19: Deborah Davis — Actions for Self-Publishing (Avon Middle School)
April 16: Jenn T. Grace

CAPA SOUTHEAST
Location: Best Western, Olympic Inn, 6:30 pm (Tom Santos, santostom@comcast.net; current meeting information at http://www.aboutcapa.com/capase.htm)
January 18: Best Western, Olympic Inn, Rte 12, Groton, CT
February 15: Best Western, Olympic Inn, Rte 12, Groton, CT
March 14: Best Western, Olympic Inn, Rte 12, Groton, CT

CAPA SOUTHWEST
Location: Plumb Memorial Library, Shelton. 6:30 pm (Steve Reilly, sriles40@aol.com; find current meeting information at http://www.aboutcapa.com/capasw.htm)
January 11: Speaker and Topic To Be Announced
February 8: Speaker and Topic To Be Announced
March 7: Speaker and Topic To Be Announced
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/).

### CAPA’s Co-op Connection

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<td>Bristol</td>
<td>Brass Ring Academy and Cabaret 3rd</td>
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<td>9-10</td>
<td>Hartford</td>
<td>Annual Bridal Expo</td>
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**CAPA**  
P. O. Box 715  
Avon, CT 06001-0715

### Free Book Marketing Webinars

Brian Jud will host webinars that can help you sell more books, more profitably. These webinars are free to CAPA members and are sponsored by CAPA and APSS. Each starts at 6 p.m. Eastern Time.

If you cannot attend, a link to the recording will be posted at www.aboutcapa.com. You may also find details about future webinars there.

**The free CAPA-sponsored webinars in January are:**

**Jan 5:** "Self-Publishing, Step by Step," by Brian Jud; 6:00 pm; [http://tinyurl.com/jtk5ox4](http://tinyurl.com/jtk5ox4)

**Jan 7:** "How to Boost Your Biz with a Book," by Ally E. Machate; 6:00 pm; Register at [http://tinyurl.com/zj4k4w4](http://tinyurl.com/zj4k4w4)

**Jan 21:** "Write a Transformational, Client-Attracting Book Fast that Makes Up to $150,000 Before It's Published;" Brian Jud will interview John Eggen at 6:00 pm, [http://mypublishingopportunity.com/brianj/](http://mypublishingopportunity.com/brianj/)